

# CHEMIST & DRUGGIST

The newswweekly for pharmacy

August 27, 1994

## The All Night Pain Reliever



Contains aspirin

**AVAILABLE ONLY FROM PHARMACIES**

**Canvey trial shows the way home**

**GP slams retail link in flu vaccine chain**

**Methadone — 'wasted money'**

**Maternity pay: the October revolution**

**Business trends: rising sales not enough**

**Sangers buys Firstpharm for London base**

**AHP £9.7bn bid for Cyanamid**

**Notts woman on Uganda mission**

Product Information: Anadin All Night Tablets. Each box contains 30 tablets. Ph Eur. See leaflet for full details. Uses: For the relief of moderate to severe pain. Further information is available from Whitehall, Liphinst Road, Taplow, Berkshire, SL6 0PH. Tel: 0494 451111. Fax: 0494 451112. Mark



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## Comment

What if all illicit substances become exempt from Government control? What if pharmacists find themselves purveyors of heroin, ecstasy, LSD and amphetamines? What if the local pharmacy starts to rival Amsterdam's thriving cannabis café culture? It couldn't happen here — or could it?

Press reports show approval of drug decriminalisation is garnering support from unlikely sources. In June, West Yorkshire police's chief constable, Keith Hellawell, and secretary-general of Interpol, Raymond Kendall, announced their support for drug decriminalisation. Conservative peer, Lord Mancroft, agreed, saying criminal law to prohibit illegal drug use had failed. He called for drugs to be sold through drug 'off-licences' to anyone wishing to purchase them. These would be "a sort of cross between an off-licence and a chemist", he says.

Less than a fortnight ago, Hampshire's assistant chief constable William Nelson, also advocated selling illicit drugs through pharmacy. Having a Government monopoly would ensure the destruction of the black market, he claimed. And this week, Commander John Grieve, director of intelligence at Scotland Yard, also backed calls for controlled distribution, saying the current system of methadone-only dispensing for addicts is wasteful of time and resources (see p301). As

pharmacists already act as methadone distributors, has the time come for the profession to re-appraise its stance?

Although a shift in Government policy is very unlikely, the adoption by pharmacy of a policy on drug decriminalisation may have considerable bearing on how the debate develops. Do pharmacists want to run narcotics off-licences? Will it solve the problems associated with abuse? How does the profession feel about the ethics of distributing harmful substances? Weighing up the pros and cons, the profession may decree legalisation the best option: it removes the criminal element, hence fewer pharmacy, and home, break-ins; users will always have access to pure products, avoiding the problems associated with 'cut' drugs; and having professionals running special drug outlets means someone is always on hand for advice and counselling.

The Pharmaceutical Society could canvas the opinions of its membership and devise a policy. Too often pharmacy has responded, belatedly, to issues. Look at nurse prescribing pilots — the fruits of much professional self-examination. While the Government's demonstration projects are getting under way, already Wigan FHSA is taking the concept one step further. The pilots are testimony to nurses' progress towards re-defining their roles, and stand as a role-model.

# Canvey trial gives pointers on home visits

## Scrip charge may increase by less

The way pharmacists' domiciliary visits have been organised in a pilot project on Canvey Island needs some "coarse tuning", but overall the scheme has proved a success and could be extended, says Essex Local Pharmaceutical Committee secretary John Stanley.

The trial, which is due to be completed in September after running for a year, has been organised by the Essex Family Health Services Authority, the LPC and local social services, with the latter providing the funding. Age Concern has also been involved and will undertake an audit of the project.

All seven pharmacies on the island have taken part in the scheme and participating staff were given special training. The patients involved ranged from 57 to 96, with the average age being 83.

The main conclusion from the trial to date is that the system of payment for visits should be restructured.

"The scheme was organised so that all visits were paid the same, but it is generally agreed that more 'front-end loading' is required because of the length of time needed for the initial call," says Mr Stanley.

"That first visit can take up to an hour and a half to assess the patient, discuss medication and so on," says Orsett hospital principal pharmacist, community services, Miall James. "Subsequently you might just need to pop in for five minutes or telephone. You may only have to return three months later to make sure the patient hasn't spilled tea over their medication schedule."

According to Mr James, the Canvey Island experiment also underlines the need for guidance on how pharmacists organise their home visits.

"It makes sense to dedicate a

half day to visiting because that's the minimum time most pharmacists can get locum coverage," he says. "But we've found it's difficult to fill this period with short, secondary visits. The best solution seems to be one longer initial visit and a shorter one, or to make a few shorter visits and fill the rest of the time with associated paperwork."

The scheme has additionally highlighted that some pharmacists are better suited to home visits than others.

Because part of the original £20,000 given to fund the scheme still remains, the trial may continue beyond September. Whether the scheme will be extended to a wider area of Essex after the Age Concern audit and an interim report by the FHSA — due out soon — remains to be seen.

Mr Stanley is optimistic.

Next year's rise in the prescription charge is unlikely to match last year's 50p increase.

According to a report in *The Independent*, health ministers feel that the current magnitude of the prescription charge may make further increases difficult for the public to stomach.

Patients are generally thought to be accustomed to the annual prescription charge increase. But, since the Conservatives came to power in July, 1979 the prescription charge has risen from 45p to £4.75.

One suggested way around the problem of increasing the charge is to reduce the numbers entitled to exemption. This would make only patients in receipt of income support, family credit and some other welfare benefits eligible for free prescriptions and would enable all those not exempt to benefit from a reduced prescription charge of around £3.

## Shorter DUMP hours work

The decision to cut the duration of the latest Essex DUMP campaigns from a day to three hours has proved a success, say participating pharmacists.

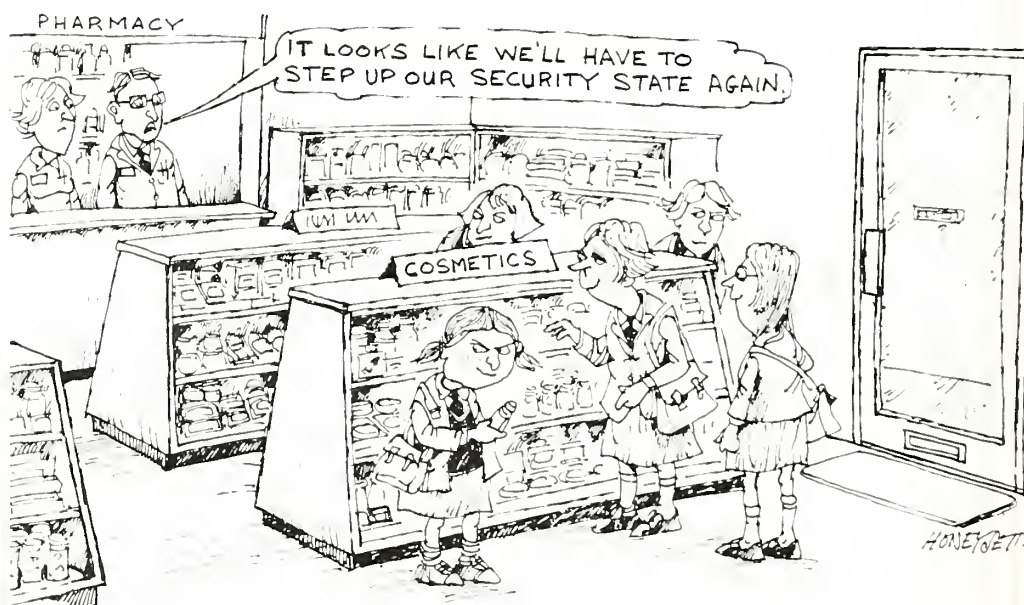
According to pharmacist and Essex Local Pharmaceutical Committee member Lawrence Collin, the main idea behind "compressing" the DUMP campaign was to "focus pharmacists' participation".

"Keeping it to three hours meant that pharmacists could be involved the whole time without distractions and led to better communication and contact with the members of the public who brought in their unwanted medicines," he says.

Essex LPC secretary John Stanley adds that changing the hours of the DUMP campaign to times when mums with young children — the main targets of the project — are able to attend had also helped.

It is understood that, thanks to press and poster publicity, the volume of medicines brought in was comparable, if not more than, the previous, longer collection period campaigns.

Mr Stanley mentions that on many occasions during the campaign, members of the public had suggested that their normal method of medicine disposal was the toilet.



The joys of the start of a new term ...

## GP dismisses RPSGB's flu vaccine effort

A Scunthorpe GP has dismissed Royal Pharmaceutical Society proposals to involve pharmacy in the provision of flu vaccine as "throwing money down the sink".

In a letter to *Pulse* last week, Dr John Zacharias said the possibility of patients having to go to the chemist to collect prescriptions for flu vaccinations was causing him concern.

The time needed for a patient to collect a prescription, go to the pharmacy and then back to the doctor for administration could well be more than a day, he said,

and in the interim the cold chain could possibly be broken. "Thus, the majority of these patient (sic) are likely to get denatured vaccines".

Roger Odd, head of practice at the RPSGB, who has now written twice to the Department of Health advocating pharmacy's participation, dismisses Dr Zacharias' comments as not valid, highlighting concerns over denaturing as "a red herring".

Says Mr Odd: "Other injections, such as insulin or holiday vaccinations, are dealt with by this route and phar-

macists are quite used to dealing with preparations that need special storage conditions.

"They are quite able to tell customers the best way to keep their preparations in the best state until they can be administered."

He adds that pharmacy participation in flu vaccine distribution already works satisfactorily in other parts of the country, such as Scotland.

The Society does not expect any change in Department policy for this year, but is hoping for a change next season.



# Methadone wastes time and money, says Police

Police chiefs have again called for society to "think the unthinkable" and consider controlled legislation and distribution of drugs.

This latest request comes less than one month after Hampshire assistant chief constable William Nelson suggested that pharmacies should sell, under Government contract, drugs of abuse.

Speaking to *The Guardian*, commander John Grieve, director of intelligence at Scotland Yard, says that methadone-only prescribing for drug addicts is

"not working".

Police doctors add that: "Providing addicts with heroin substitutes is a waste of time and money."

"Oral methadone offered in small and decreasing amounts to every addict as a blanket policy, whatever their age or problems, has proved disastrous. It has succeeded in turning the addict away from clinics ... driving them towards an increasingly well-organised criminal alternative," says *The Guardian* report.

Drug Dependency Units sup-

port the evidence of methadone's failings. Ninety-five per cent of one DDU's clients were thought to be taking illegal street heroin at least once a week.

One reason for persevering with methadone, says the report, is the financial saving. Oral methadone costs the NHS £300-£400 per patient, per year, compared to the £1,000-£2,000 cost of injectable opiates.

However, substitution of the most expensive option would be less than the amount currently wasted in law enforcement.

## Medco to do battle at YPG meeting

A representative of US mail order pharmacy group Medco will give the keynote address at the Young Pharmacist's Group's ninth annual conference in October.

'Pharmaceutical care — the US secret weapon' will examine how the face of American pharmacy has changed since the advent of mail order.

Although there may be no direct references to the UK situation, YPG chairman Andrew Burr believes: "It is for the

audience to see how that relates to here."

The Medco address is unlikely to be the only speech sparking heated debate. Other speakers lined up for the discussion sessions include: Dr Philip Brown, editor of *Scrip* magazine and author of the controversial article 'Are pharmacists necessary', on 'A kamikaze mission for pharmacy'; Dr David Roberts, chairman of the Dispensing Doctors Association, on 'The

battle of Alamein'; Bernard Hardisty, president of the Institute of Pharmacy Management, on 'PoM to P — a bridge too far?'; and David Dickinson, editor of *Which? Way to Health*, on 'Pharmacist advice on the Maginot line'.

Other items up for discussion include: hospital closures, GP fundholders and NHS rationing.

For more conference details contact Sharon Hunt, YPG AGM coordinator, tel: 0827 713959.

## Retail makes a difference

Pharmacists who fail to learn about, and adopt, the latest retailing techniques risk going out of business.

This was the stark message given by Pat Bunn, Vantage inventory manager, at AAH Pharmaceuticals, during training for the company's Vantage CM 'space management system'.

Ms Bunn said that pharmacists often said they were too busy to devote much time to the retail aspect of their activities.

"But if they don't make the time, they won't have a business, or at least a business capable of growing to meet the increasingly aggressive competition," she said. "Also to make up for their reducing remuneration, they have to look at making more of what some may have taken for granted in the past — that is their front of shop."

The 90 pharmacists and staff attending the Vantage events were also told that they should not worry about "compromising their status as healthcare professionals" by focusing more on retailing.

"It is difficult to convince some pharmacists, but a stronger retailing image has a knock-on effect and also promotes a more professional healthcare image," said Ms Bunn.

## Community nurses to refer patients to hospital

Wigan nurse practitioners will be able to refer patients direct to hospital consultants, under a new pilot scheme.

The Wigan Family Health Services Authority project builds on the NHS Executive's nurse prescribing demonstration scheme, which begins in October. This has been criticised for limiting nurse prescribing to mainly over the counter medicines, for use in narrow therapeutic categories.

Wigan FHSA has secured £80,000 funding from the Department of Health to operate a six-month pilot through three GP

practices. From October, the three nurse practitioners involved will be able to prescribe PoM medicines for the treatment of ear, nose and throat problems, gynaecological conditions and skin complaints. In addition, they can prescribe for asthmatics and diabetics on maintenance therapy. All prescriptions will still be signed by a GP.

Wigan FHSA's medical advisor, Dr David Edwards, highlights another important expansion of the nurse's role: referring patients direct to hospital consultants for skin, ENT and gynaecological complaints.

## Condom sales skew to supermarkets

Pharmacies are losing out on sales of condoms to supermarkets despite record sales last year and a condom market worth over £40 million.

According to a new Mintel report, 'Contraceptives', pharmacies and drugstores still account for 47 per cent of the £44m condom market, but more people are turning to supermarkets because of the convenience and the lack of embarrassment they offer. The

amount of condoms sold through grocery has doubled since 1989 to 28.4 million in 1993.

Use habits have also changed, reveals the survey of 647 adults aged between 18 and 54. Increased awareness that condoms protect against HIV/AIDS, as well as pregnancy, has led to a 'belt and braces' attitude to contraception. One in eight adults now uses condoms in addition to another form of contraception.

## Dispensing NVQ on way

A new National Vocational Qualification for pharmacy dispensing technicians is halfway to completion.

The new qualification, NVQ in Pharmacy for dispensing staff, level 3, aims to build on the existing Level 2 NVQ in Retail which primarily covers selling medicines.

"The new qualification demands a very different level of activity and assesses very different performance criterion. It goes much further towards understanding the prescription form," says NPA head of training Ailsa Benson, who is also a member of the NVQ's project steering group.

The dispensing technician's NVQ will bring on board the additional skills of receiving and assembling prescriptions and issuing medicines. Ten core and four optional areas will be covered, including:

- receiving and dispensing prescriptions and the issuing of medicines
- contributing to controlling stocks of pharmaceutical materials and equipment
- assisting and providing technical information and advice
- assisting in diagnostic testing
- preparing septic products.

The consultative stage of the NVQ has just ended, paving the way for the pilot scheme to begin next year.

## Liverpool LPC talks tactics

Community pharmacists in Liverpool are to have an integral role in implementing the city's three-year community care plan.

"Tactical planning" by Liverpool LPC has ensured that all its pharmaceutical care recommendations have been adopted by Liverpool Family Health Authority and the District Health Authority.

"Pharmacy tends to be forgotten [in these things]," says LPC secretary Jeremy Clitherow. However, Liverpool LPC submitted a pro-active document to the health authorities detailing the pharmaceutical needs of the population.

The LPC wants medicine issues to be part and parcel of overall community care by providing patients with all necessary information.

Pharmacists may become involved in assessment and care management of patients, and remuneration for this may come from the Government's care in the community budget, says Mr Clitherow.



# P sales bring down Brighton pharmacist

Brighton pharmacy owner Errol Ganpatsingh, of Brighton, has been fined nearly £3,500 after P medicines were sold without the supervision of a pharmacist in one of his two pharmacies.

He has also been reprimanded by the Royal Pharmaceutical Society's Statutory Committee after facing three charges of misconduct.

It was alleged that on October 30, 1992, at the Preston Road branch of Preston Park Chemists, Society inspector Mary Brophy was sold Solpadeine and Night Nurse without a pharmacist being present. This contravenes Sections 52 and 67 of the 1968 Medicines Act.

Mr Ganpatsingh was summoned on the two charges and pleaded guilty at Brighton magistrates court on July 15, 1993. He was fined £1,000 on each summons and, in addition,

ordered to pay £1,476 costs.

Mrs Brophy told the Statutory Committee that on her test purchase, she had been sold the two P medicines by an assistant. Although Mr Ganpatsingh's wife, also in the pharmacy, gave the right dosage, she admitted there was no pharmacist.

Later the inspectors visited the busier Beaconsfield Road branch, where Mr Ganpatsingh was working, and cautioned him. He replied by telling the inspectors: "There have been times when I have not been able to cover the shop." He insisted he told his wife and assistant not to sell any P medicines.

The third misconduct charge related to the circumstances leading to the two convictions. It was alleged that this was not the first time the shop had no pharmacist present. The inspectors claimed this was the case

on several days earlier in the week.

Mr Ganpatsingh told the Committee: "I would like to apologise to the Pharmaceutical Society and society in general for the lapse in control of my pharmacy."

The Committee reprimanded Mr Ganpatsingh, but chairman Gary Flather QC said: "We've all been concerned about the attitude of Mr Ganpatsingh. He appears before the Committee with easy, relaxed charm and thinks he will sail through with a few well-chosen words. It's a casual attitude that disturbs the Committee."

"How can it be said that these two people were properly instructed?" added the chairman, referring to the pharmacist's wife and assistant. "If they had gone on, we have serious doubts things would have been put right."

## Mercy missionaries cleared by Committee

A pharmacist and her manager were given the all-clear after a disciplinary hearing found that sample drugs accepted from a doctor's surgery in exchange for medical goods were bound for troubled Romania.

Jacqueline Morris, 33, of Gowerton, Swansea, employed by Howard & Palmer Ltd at Upper Park Street, Llanelli, from November 5, 1990 to September, 1991, and her employer Simon Palmer, 42, of Langland, Swansea, appeared before the Statutory Committee of the Royal Pharmaceutical Society.

They faced allegations that Miss Morris had accepted prescriptions for drugs that were not dispensed and had signed 67 exemptions of payment using a patient's name and, on occasions, her own.

The local surgery, which was not named, had an account with the pharmacy, which supplied them with medical goods, such as dressings.

It was claimed that when Miss Morris was interviewed by police she confirmed that after submitting an account to the local surgery for dressings supplied for use by the practice nurse, she had agreed with the practice manager to accept the prescriptions in payment for dressings.

The allegation was that six prescriptions were taken into the pharmacy on July 9, 1991, and as Miss Morris was not present they were left until the next day. Further, that she directed a member of staff to check the items against the nurse's account, the value of which was

reduced by an amount equivalent to the cost price of the item in question.

It was also said she did not check that the items had actually been supplied to the patients, and in addition that she had admitted to allowing 50 per cent of the cost value for professional samples supplied towards payment of the surgery account. She further admitted to signing 67 exemptions on FP10 forms brought into the pharmacy as part of a collection and delivery service sometimes using the patients' names and her own.

It is alleged that Miss Morris had allowed herself to be coerced into these actions to maintain a good relationship with the surgery.

As superintendent pharmacist and Miss Morris' employer, Mr Palmer had the responsibility of ensuring that such action should not occur in the company's branches. He is accused of misconduct in relation to these allegations.

The hearing took an amazing twist when it was revealed the accounting deal was in return for drug samples which were not being prescribed to patients in the UK but being sent to Romania.

Committee chairman Gary Flather QC said: "We conclude there is insufficient evidence for us to prove misconduct. It would benefit nobody to take this matter further."

Josselyn Hill, representing the Royal Pharmaceutical Society, argued that: "If taking no action could be deemed to be approval of

what was going on then it could be sad approval. The same goes for the signing of the back of the forms."

However, Mr Flather continued: "The Committee does bear in mind there are features of mitigation from both pharmacists which wouldn't have gone ignored ... We were aware of the Romanian situation and took that into consideration. It certainly was noted that the samples were not being prescribed here but sent out to those in need in Romania."

## Boots suffers arson attack

Boots in Newport, Isle of Wight, is believed to have fallen victim to an arson attack, possibly caused by animal activists.

A fire at the High Street branch of the chain was reported at midnight, last Tuesday. By morning, the £8.5 million turnover branch had been almost completely destroyed.

The fire turned out to be the second of five attacks in the area, three of which have turned up evidence of incendiary devices.

The other shops hit include a fishing tackle shop, a sports and model shop, a suede and leather shop and the Cancer Research Campaign shop.

Although no one person or organisation has claimed responsibility, animal activists have not been ruled out. The police are, at present, linking all five incidents.

## Zero discount levels

The Department of Health is including the following items on the zero discount list: Co-Danthramer Suspension, Co-Danthramer Suspension Strong, Fortum Injection, Papaverine Injection, Recornom S, Sodium Chloride Injection 100ml, Triclofos Oral Solution 100ml.

## PIL guidance

The Royal Pharmaceutical Society is soon to issue guidelines to pharmacists on the supply of patient information leaflets, following a meeting between the Society, the Association of the British Pharmaceutical Industry and the Medicines Control Agency.

## Cuba Clinical

The Cuba Clinical Bone Densitometer referred to in last week's issue (p266) is manufactured and directly distributed in the UK by McCue Ultrasonics Ltd. Tel: 0962 715239.

## Private survey

A survey of private prescription prices charged by 200 pharmacies is hopefully to be published by the National Pharmaceutical Association in September. The study follows the DoH ruling that doctors can write prescriptions privately for items chargeable under £4.75.

## Eczema Week

To mark National Eczema Week (Oct 1-8), the National Eczema Society is publishing a 24-page 'Practical guide to the management of eczema for pharmacists'. A consumer guide to the condition is also available by writing to the NES with an A5 SAE. Tel: 071 388 4097 for details.

## H2-antagonists

Five years' unlimited OTC experience of cimetidine and ranitidine in Denmark has revealed no adverse drug reactions, no appreciable increase in consumption of the drugs and no change in the pattern of admissions to hospital for complications of ulcer disease, reports the *British Medical Journal*.

## Stoma Support

Pharmaceutical wholesaler Sangers (NI) Ltd is to launch a Stoma Care Support Service at the end of September. The Belfast-based service will also feature a resource centre which offers a permanent exhibition of stoma and incontinence products.

## Vision of health

Next month, 'Pictures of Health', a general interest health video shown in general practice and dental surgery waiting rooms nationwide, carries a short piece recommending patients to consult their pharmacist before the doctor, especially on OTC matters.



## Public lobby beats Bedtimers

Anti-sugar activist group Action on Information on Sugars is aiming a victory for public lobbying following the decision by Crookes Healthcare to withdraw Farley's Bedtimers.

The move to drop Bedtimers has taken by Crookes independently from the Farley's self-off to einz, says AIS and represents a final capitulation to a two-year-long protest by health professionals.

The launch of the product in summer, 1992 provoked immediate outrage from oral health specialists and AIS, who argued that sugars consumed before sleep carry a high risk of tooth decay.

Following this adverse publicity, Crookes' parent company, Borden, withdrew two own-brand products, Chocolate Fudge Bedtime Drink and Chocolate Malt Milk Drink. This, says the company, was due to supply difficulties.

In its defence, Crookes says the decision to cease production of Bedtimers was taken because sales had not achieved targets set when the product was launched. "I was not influenced in any way by the activities of the anti-sugar lobby", says the company.

## Babies bounce back into fashion

These days of couples putting their careers before children are over, and starting a family has once again become a major priority.

This was just one conclusion of a new Gallup poll of 2,365 people in relationships, aged 18-50.

The survey revealed that 77 per cent of those aged 18-24 were planning to start a family, while 60 per cent of 25-34-year-olds already with children were trying for at least one more.

Furthermore, about one in five women said they would leave a partner who refused to let them have a baby.

The survey, which was commissioned by Carter-Wallace, manufacturer of First Response pregnancy testing and ovulation prediction products, also concluded that women were still wary of the accuracy of home pregnancy test kits.

Of the women interviewed, 62 per cent would use a pregnancy test kit, but 64 per cent were aware that kits give an accurate result on the day the period is due. Nine per cent were not confident of the test's reliability. Almost half said they would prefer to visit their GP.



## Pesticides still on my agenda

Many years ago, I became an overnight environmentalist after reading about the horrors of DDT in Rachel Carson's book *Silent Spring*, and though times and work pressures have since mellowed my public activity I am still a firm believer in the hidden horrors of persistent pesticides.

Last week, I read a disturbing theory by Mark Purdey in *The Guardian* that persistent residues of organophosphorus insecticides may be implicated in the current incidence of neuro-degenerative diseases like motor neurone disease, Parkinson's, Alzheimer's myalgic encephalomyelitis and multiple sclerosis. The story was compelling, tragic and disturbing, but it also convinced me that my fear of pesticide poisoning is equally as valid today as it was in those hot-blooded years of my youth.

This is one area where my entrepreneurial drive has been thwarted by ethical values, because after reading *Silent Spring*, and despite their buoyant sales, I stopped selling all dichlorvos insecticide strips. Since those days, I have steadfastly stood by those principles and, if necessary, have explained my doubts to the more forceful inquirer.

I trust that time will prove

Mark Purdey's fears groundless, but suspect that his concern has more validity than the establishment's current platitudes. I have done my personal best to limit the dangers of these chemicals, but would prefer a world where the natural order was re-established rather than the development of ever-more lethal poisons in a fruitless attempt at correcting the errors of the past.

## Time for a rational move on OPD

At last there is movement on a rationale for the systematic introduction of original packs for dispensing, with an agreement between the pharmaceutical industry and pharmaceutical and medical organisations on eight 'patient pack principles' (*C&D* August 20, p265). This really is not before time, but now that it has been agreed its implementation must be pursued with vigour and with the active co-operation of the Department of Health.

One of the biggest stumbling blocks will be with generic bulk packs because without agreement from all generic suppliers the cost saving of buying bulk will continue to pressurise pharmacists to beat the discount system and buy at the cheapest price. I suspect a stop-gap compromise of patient information leaflets also being supplied in bulk could be introduced, but this will negate the whole principle of OPD dispensing unless standard periods of treatment are also enforced for prescribing on FP10s.

But at the same time as tackling this genuine problem the Association of the British Pharmaceutical Industry must also ensure its members rapidly standardise their packaging with immediate conformity to a 28-day system. This week I received a prescription for 28 Lodine SR

tablets. The pack is 30 and is not a calendar, but it does contain a P.L.L. The two tablets snipped off will forever rattle around the shelf and the broken bulk claim perpetuated for ever more, and this from a large, respected manufacturer and a recently-introduced product!

## When I were a lad ...

I remember a long time ago, when I was just a lad, I used to visit the 'maiden aunts', so called because they were four sisters, none of whom had married, having lost their sweethearts in the First World War. They have all now long since died, but in those days I often stayed with them and really looked forward to those holidays, being spoilt rotten, as only maiden aunts can do for their favourite nephew!

One particular aunt, Flo by name, was my favourite as she allowed me total freedom, smoked like a chimney and drank like a fish — in fact all those sins that I was forbidden from ever considering. My memories have now faded, but one strange thing I do remember about Flo was the family warnings about her bad habits, which she would dismiss with her cure for all ills. Two aspirin tablets a day was her panacea, and every day of her life as long as I knew her she would religiously take her aspirin.

Well, maybe Flo was right after all, because if the work of two Open University researchers is proved correct, the humble aspirin could soon be hailed as the 20th century's answer to the philosopher's stone. It seems that as well as reducing the risk of thrombosis and possibly protecting against strokes and heart disease, it might also delay the ageing process by blocking glycation in tissues and thereby maintaining their elasticity.

Surely if aspirin was discovered today, it would be hailed as the miracle of its age, would be immediately restricted to Prescription Only and make its discoverers very rich men. Fortunately it is freely available, very cheap and certainly, if my memories of Flo are as accurate as I believe them to be, well worth a throw for me before nature calls in her inevitable debt!

Xrayser

# Topical REFLECTIONS

# Scriptspecials

## New third-generation cephalosporin

Cedax (ceftibuten) is a new once-daily, orally active, third-generation cephalosporin from Schering Plough. It is indicated in the treatment of: upper respiratory tract infections such as pharyngitis, tonsilitis in adults and otitis media in children; lower tract infections such as acute bronchitis; and urinary tract infections, both complicated and uncomplicated.

Ceftibuten is clinically active against a wide range of Gram-negative and Gram-positive micro-organisms including: *Streptococcus pneumoniae*; *Haemophilus influenza* (beta-lactamase positive and negative); *Escherichia coli*; and *Klebsiella* species.

Ceftibuten is well absorbed and has a relatively long elimination half-life. In clinical studies it has shown good penetration of middle-ear fluid which makes it particularly suitable for the treatment of otitis media.

Cedax is contra-indicated in patients with known allergy to cephalosporins and should be administered with caution to patients with penicillin sensitivity because of cross-sensitivity. No reports have been received of any significant drug interactions between ceftibuten and any other drugs.



Cedax is available in capsule form or as powder for an oral suspension. Each capsule contains ceftibuten 400mg. Bottles of powder for the preparation of 60ml of cherry-flavoured suspension are supplied in two strengths — 90mg/5ml or 180mg/5ml.

The recommended dose for adult patients is 400mg once daily for five to 14 days. The recommended dose for children is 9mg/Kg/day of the oral suspension for five to 14 days. When dispensing the suspension,

pharmacists are instructed to place a sticker on the enclosed syringe to indicate to parents the level to which it should be filled.

Capsules are individually sealed in foil pouches in cartons of five or seven capsules (basic NHS prices £13.03 and £17.50 respectively). The basic NHS prices for the suspensions are £7.63 for the 90mg/5ml strength and £15.26 for the higher strength.

Patient information leaflets are included in all packs of the product. Schering Plough Ltd. Tel: 0707 363636.

### Migravess available

Bayer says supplies of Migravess and Migravess Forte tablets are now available from wholesalers following recent supply difficulties. Bayer plc. Tel: 0635 563444.

### Price service

The entry for Haleraid 120 in this week's Price List supplement is incorrect. It should read £1.38. C&D and Allen & Hanburys apologise for any inconvenience. The correct price will be in the September 3 supplement.

### New from Convatec

Convatec has added two new products to its range. Dermalorb is a spiral hydrocolloid/alginate wound dressing, available in packs of ten (basic NHS price, £40.00). Granugel is a hydrocolloid gel, available in packs of 15g x 10 (£17.50). Convatec Ltd. Tel: 0895 678888.

### Viral wipes

Dee-Ess Direct Supplies has launched a new form of wipes, which it says are effective against viral infections including HIV and hepatitis B. The active ingredient is Virkon, which the company says has proven to be effective against all 18 virus families that affect humans. The wipe, impregnated with Virkon granules, is contained in one half of a two-part sachet. The second compartment contains deionised water, which is squeezed within the sachet to activate the Virkon. The wipes are available in packs of 100 twin sachets, which have a trade price of up to £45.00. Dee-Ess Direct Supplies. Tel: 0455 635739.

### Medical Matters

## Safety of CPA questioned

The safety of cyproterone acetate (CPA) has been called into question in Germany by two new studies of liver cell cultures which suggest that the hormone interacts with DNA.

The German regulatory authorities have asked Schering AG to evaluate the risk/benefit of CPA products in relation to liver cancer. Schering Health Care says the interpretation of the changes observed is questionable.

A spokesman for the company in the UK says that the results of two small *in vitro* studies must be viewed in the light of over 30 years' clinical experience with the product and at least 15 million users.

## Bulletin casts doubts on 'cushioning effect'

There is "no evidence of a specific 'cushioning effect' with lacidipine (Motens) nor any reason to add it to a formulary", concludes the Consumers' Association in a report in the latest issue of the *Drug and Therapeutics Bulletin*.

Lacidipine is the latest calcium antagonist to be marketed for the treatment of patients with mild to moderate hypertension. It is licensed for once-daily use without the need for a sustained-release formulation. The manufacturer, Boehringer Ingelheim, claims that the gradual onset of action of lacidipine "cushions the fall in blood pressure" and "cushions against side-effects".

The authors of the review agree

that the speed of onset of lacidipine avoids an abrupt fall in blood pressure, but say this is not unique to lacidipine. They argue that more data are needed on peak and trough effects of the once-daily regimen. The *Bulletin* also concludes that the unwanted side-effects of lacidipine are typical of dihydropyridine calcium antagonists.

Boehringer Ingelheim says the relatively slow onset of action, which the *Bulletin* agrees with, justifies their claim for a 'cushioning effect' on blood pressure. It also refutes the need for more data on peaks and troughs, arguing that the clinical effect of lacidipine is not related to plasma kinetics because of its long duration of action.

## Salmeterol — new study

Adding salmeterol to inhaled steroid therapy can improve the quality of life for children with moderate to severe asthma, according to the results of new research. A randomised, double-blind study involved 193 symptomatic children already receiving treatment with at least 200mcg beclomethasone dipropionate or equivalent twice daily for at least six months.

The salmeterol group had twice as many symptom-free days as the placebo group. Night-time symptoms were reduced in the salmeterol group, but this was not significant. There was also a greater improvement in median morning peak flow rate and less use of relief medication by the children receiving salmeterol.



# BIG FISH

Fish oil supplements are the fastest-growing sector of the massive £238 million dietary supplement market. That's because extensive clinical studies now recognise the health benefit link between specific high levels of Omega-3 fish oil in the diet and the prevention of heart disease.

The result of 10 years' research, new Triomar Cardio-Protective Nutrition now offers your customers unique, high-concentration Omega-3 in natural form. Twice the concentration of Omega-3 available in most competitor fish oil products and three times as much as cod liver oil.

To announce the Triomar Cardio-Protective Nutrition breakthrough to the UK, we're spending a massive £2m on advertising and promotion. Including national TV, POS display and extensive expert and celebrity endorsement to ensure rapid awareness and customer demand in your pharmacy.

You can order new Triomar now from your chemist wholesaler or by contacting Prism Healthcare direct on 081 523 5522.



## IN A BIG POND

**Unique Cardio-Protective Nutrition**

# Counterpoints

## Sweet inspiration

Wander Foods, maker of Ovaltine, is launching a dentist's dream — a range of sugar-free sweets called Detorelle.

Three flavours will be available — Strawberry Chews, Toffee Chews and Mint Clears. All varieties will be available in 50g bags at £0.75.

Strawberry and Toffee Chews will also be available in a 33g stick and Mint Clears in a 25g roll, all retailing at £0.39. Rolls and sticks are packed 24 to a display carton, as are the 50g bags. A wire display stand with a free sample container mounted on top is also available.

Dentists have welcomed the launch through the British Association for Tooth Friendly Sweets (BATS), the non-profit-making trading division of the British Dental Association. All packs of Detorelle will carry the recently-introduced BDA 'safe for teeth' sign of approval, Mr Happy Tooth. Packs also carry the recommendation that they should not be given to children under three.

The range is good news for dieters, too, as the Strawberry and Toffee Chews only contain 8-9 calories per sweet and the Clear Mints have 40 per cent fewer calories than traditional mints.

The range originates from Italy, where it was launched six years ago, and where it currently holds 47 per cent of the market. **Wander Foods. Tel: 0923 266122.**

## Cardio protection from Triomar

Triomar, from Prism Healthcare, is a new food supplement containing high concentrations of omega-3 fatty acids. The company says the high concentration of omega-3 fish oils (60 per cent) and scientific research confirming the

cardiovascular benefits of fish oil fatty acids, justify its on-pack claim of "cardio protective nutrition".

Prism says the product claims have been approved by the Medicines Control Agency and the Proprietary Association of Great

Britain, as well as the Trading Standards (MAFF).

Triomar is available in pack sizes of 30, 60 or 120 capsules which have recommended retail prices of £3.95, £7.45 and £13.45 respectively. The recommended daily dosage is two capsules once daily.

Prism Healthcare is supporting the launch of Triomar with a £2 million advertising and promotional spend, which includes national television and press campaigns from October, 1994. A manual is also available to pharmacy staff, which includes details of research into the benefits of omega-3 fatty acids.

Fish oils are currently the biggest sector in the vitamins, minerals and supplements (VMS) market, and are valued at £66 million. **Prism Healthcare. Tel: 0628 524500.**



## Good health!

French Parad'ox is an extract of red wine in capsule form available from Arkopharma Pharmaceutical Laboratories.

Epidemiological studies have shown an association between moderate wine consumption and low cardiac mortality. It is thought that the phenols in red wine, in particular the proanthocyanidins and the anthocyanosides, have an antioxidant action protecting blood cholesterol from oxidation which can lead to atherosclerosis.

Arkopharma says French Parad'ox provides the antioxidant benefits of red wine but without the hazards of a high intake of alcohol. It is made from red wine marc (the wine pressings) and the recommended dose is one capsule every morning — the equivalent of two glasses of wine. Parad'ox is available in packs of 30 capsules with a recommended retail price of £6.95.

The product will initially only be available at leading branches of Boots the Chemist and health food stores from September 1. Supplies will be made available to independents later in the year. Arkopharma will be supporting the launch with a national press advertising campaign including health magazines and leading women's titles.

**Arkopharma (UK) Ltd. Tel: 081 763 1414.**

## Oruvail on the box

Oruvail gel will be back on television with a £1 million campaign running nationally from mid-September for four weeks.

Category manager Kevan Gill says market research shows the brand is highly responsive to television advertising. The product celebrates its first birthday as a P medicine this month with a 25 per cent value share of the £5m topical NSAID market.

Rhone-Poulenc Rorer's family health division is also launching a new 'WVHAM' guide (who, what, how, action and medication) to help pharmacists recommend the most appropriate treatment for backache, muscular and rheumatic pains, strains and sprains. The guide, a laminated A5 card, is designed to be kept close to the till for easy reference.

Copies are available from representatives or direct from the company. New point-of-sale material will be available in the autumn.

Public relations activity includes an information pack for National Back Pain Week, from October 10-15.

The total topical anti-rheumatics market grew from £14.3m to £15.7m in the first six months of this year; Oruvail enjoys a 10.5 per cent share. **Rhone-Poulenc Rorer family health division. Tel: 0323 721422.**

## Getting your Daily Vits

There's a new player in the vitamin supplements market, Dunatra Inc, with its novel Daily Vits range.

Heralding from Lanarkshire, the line differs from the plethora of others in the market by consisting of individual daily bubble packs of an assortment of vitamins. There are Daily Vits Defenders (an antioxidant combo, rsp £3.99) and For Men and For Women (rsp £3.49 each), currently available in one- and seven-day packs.

The nutritional contents (which include evening primrose oil in the women's and fish oil in the men's) were formulated in conjunction with consultant biochemists and nutritionists from the Glasgow Caledonian University Company, the University of Glasgow and the Rowatt Research Institute. **Dunatra Inc Ltd. Tel: 0357 21414.**

## Crystal grazing

Elastoplast is giving away thousands of 'Crystal Maze' prizes, including a first-prize trip for four people to visit the Crystal Maze studio to see the Channel 4 series being filmed.

News of the promotion is detailed on packs, which contain 'instant win' scratch cards. **Smith & Nephew Consumer Products Ltd. Tel: 021 327 4750.**





OVER £1M  
ADVERTISING  
SUPPORT

# THE BEST NEWS *for* EARS IN YEARS

**Otex®** Ear Drops contain a unique, DUAL-ACTION formula that not only softens hardened ear wax, but also gently releases oxygen to help it fragment and disperse.

Clinically proven, with 10 years' prescription success, this highly effective formulation is now available  
**WITHOUT PRESCRIPTION.**

And to make sure the "Best News" is really "Big News" we are spending well over £1 million in National Newspapers, TV and radio to tell your customers to ask you, the pharmacist, about **Otex**.

We are confident that you'll be telling them that **Otex's** unique dual-action formula is "the best news for ears in years"!



**Otex®**  
**EAR DROPS**

**CLINICALLY PROVEN TO DISPERSE EAR WAX  
AND REDUCE THE NEED FOR SYRINGING**

OTEX Registered Trademark and Product Licence held by Diomed Developments Ltd., Hitchin, UK. Distributed by DDD Ltd., 94 Rickmansworth Road, Watford, Herts, WD1 7JJ.  
**Active Ingredient:** 5.0% w/w Urea hydrogen peroxide. **Directions:** Tilt head, and gently squeeze 5 drops into ear. Leave for a few minutes and then wipe surplus with tissue.  
Repeat once or twice daily for approximately 3-4 days or until symptoms clear. **Indications:** For the removal of hardened ear wax. **Precautions:** Do not use if sensitive to ingredients, if ear drum is damaged or if any other preparation is being used in the ear. Keep away from eyes. If irritation or pain occurs, or if symptoms persist, stop treatment and consult your doctor. Keep all medicines out of the reach of children. **FOR EXTERNAL USE ONLY** **Legal Category:** P **Packs:** Bottles of 8 ml (PL 0173/0151), price £2.95





## Cotton wool gets the tender touch

Smith & Nephew is launching a new range of cotton wool under its Tender Touch brand, targeted specifically at the baby market.

The company has carried out research which demonstrates that despite the growing presence of baby wipes, cotton wool still remains the preferred choice for mothers.

The range will comprise four products in total — large balls (£1.69), large covered pads (£1.79), a 200g pleat (£1.59) and a

300g roll (£1.85).

The launch activity includes a trialling campaign in women's and parental magazines, supported by a leaflet on baby changing and hygiene, with professional advice from the Royal College of Nursing.

Special packs of Tender Touch Cotton Wool Balls available in the launch period will carry a free Simple 75g soap worth £0.52. **Smith & Nephew Consumer Products Ltd.** Tel: 021 327 4750.



Cow & Gate has linked up with Tommee Tippee to give away 50,000 vouchers for its Cow & Gate Olvarit baby meals. Three Tommee Tippee feeding lines — baby food pots (rsp £2.99), weaning set (£1.99) and feeding spoons (£1.55) — will include a voucher offering a free jar of Cow & Gate Olvarit to the value of £0.49. **Jackel International Ltd.** Tel: 091 250 1864

## Pampers wipe out!

Procter & Gamble's Pampers nappy range is to be joined by Pampers Baby Wipes.

The new wipes are made from a pure blend of fibres, moistened with a water-based lotion and are, the company says, stronger than most leading rivals' products. They come in a tub with a hinged lid (£3.29), which can be topped up from a refill pouch (£2.85). They also come in a resealable travel pack (£1.29).

P&G test-marketed the wipes recently in Aberdeen and they will be available nationally from mid-October. **Procter & Gamble Ltd.** Tel: 091 279 2000.

## Softer tissues

Kimberly-Clark's new Kleenex Ultra is a range of lotion-treated facial tissues which the company says will not feel rough, "even on the sorest nose".

They will be available in three formats: Mansize (£1.19), Regular (£1.09) and Cube (£1.09). Trial packs (£0.29) will also be available. **Kimberly-Clark Ltd.** Tel: 0622 717700.

## Colgate promos

Colgate-Palmolive has a series of new promotions across its toothpastes.

One, targeting the consumer, offers a free Colgate Zig Zag toothbrush with every purchase of Colgate Great Regular Flavour or Colgate Blue Minty Gel toothpaste in the 100ml size lay-down tube. **Colgate-Palmolive Ltd.** Tel: 0483 302222.

## On TV Next Week

GTV Grampian	C4 Channel 4	STV Scotland (central)
B Border	C Ulster	Y Yorkshire
BSkyB British Sky Broadcasting	G Granada	HTV Wales & West
C Central	A Anglia	M Meridian
CTV Channel Islands	CAR Carlton	TT Tyne Tees
LWT London Weekend Television	GMTV Breakfast	W Westcountry

<b>Arm &amp; Hammer Toothpaste:</b>	C4, GMTV
<b>Bisodol Heartburn:</b>	All areas except CTV, CAR, GMTV
<b>Bodyform Invisible:</b>	All areas
<b>Clinonym Gel Toothpolish:</b>	C, CAR
<b>Clinonym:</b>	All areas except U, C, CTV, LWT, CAR, TT, C4
<b>Colgate Bicarbonate of Soda Formula:</b>	All areas
<b>Colgate Precision:</b>	All areas
<b>Dentu-Creme (new improved formula):</b>	All areas
<b>Gillette Sensor Excel/Sensor for Women:</b>	All areas
<b>Gillette Series (Wild Rain):</b>	All areas
<b>Gliss Corimist:</b>	C4, GMTV
<b>Jordan Magic Toothbrushes:</b>	GMTV
<b>Medinex:</b>	HTV
<b>Neutrogena T-Gel:</b>	All areas
<b>Nurofen:</b>	All areas
<b>Nytol:</b>	All areas
<b>Oral-B Advantage:</b>	All areas except U, HTV, CTV, W, TT
<b>Organics:</b>	C, A, HTV, W, M, LWT, CAR, C4, GMTV, BSKyB
<b>Palmolive 2 in 1:</b>	All areas
<b>Pepcid AC:</b>	All areas
<b>Poli-Grip Ultra:</b>	All areas
<b>Remegel:</b>	All areas
<b>Savlon:</b>	All areas
<b>Sensodyne toothpaste:</b>	All areas except CTV, LWT, GMTV
<b>Slim-Fast:</b>	All areas
<b>Solpadeine:</b>	All areas except B, Y, CTV, CAR
<b>Sure:</b>	C, A, HTV, M, LWT, CAR, C4, BSKyB
<b>Wrigley's Extra &amp; Orbit:</b>	All areas

## Flash of whitening

Eridene is a new tooth whitening toothpaste from France made by Pierre Cattier.

Set to do battle with the US brand Rembrandt, Eridene claims it has a point of difference in that

it has the same neutral pH as a healthy mouth. It contains enzymes from papaya and bromelain, polishing agents and citric acid. It retails at £6.50 for 50g. **Jica Beauty Products Ltd.** Tel: 081 979 7261.

**The Original**  
*Morgan's Pomade*  
**Special Offer Sampler Pack**

We know that once customers have tried our product they quickly become converted into loyal users. So purchasers of our trial samplers will soon be back for more of their Morgan's.

Again and again.

Outers contain 24x35g samplers, each with it's own individual display card. Available from AAH and other major wholesalers.

**MORGAN'S POMADE CO. LTD**  
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# With all these people working for us it's no wonder we're No. 1.

Patches help  
one million  
stop smoking

THE INDEPENDENT

Scientists'  
boost for  
smokers

PRESTON EVENING POST

NICOTINE patches could help more than a million smokers kick the habit every year, researchers claim.

A year-long study in Oxfordshire found heavy smokers were 10 times more likely to go a year without fags if they used patches to help them quit.

Patches help smokers  
to quit, survey shows

OXFORD STAR

Smokers  
give up  
after exile  
on Lundy

THE TIMES

IF you are trying to give up  
smoking, nothing is a patch  
on...the patch.

DAILY MAIL

Patching  
over a  
bad habit

DAILY MAIL

To coincide with 1994's National  
No Smoking Day, smokers are  
being encouraged to undergo a  
10-day course at the Nicotinell  
Smokestop Island Retreat on  
Lundy.

GREENOCK TELEGRAPH

While the Nicotinell patch works day and night,  
do the press. Because by maintaining media  
posure throughout the year, we make sure we're  
always headline news. Something which is seriously  
damaging the health of our competitors' sales.  
Nicotinell now has 57% market share, more than

**nicotinell** TTS 20

Patch Preparation of the Nicotinell Group



7 days supply of large size nicotine patches  
for smokers of 20 or more cigarettes a day

twice that of its nearest 'rival'. And offers double  
the shelf yield of any other brand.\* As if all that  
isn't addictive enough, we spend £2.7 million on  
advertising all year round.† So make sure your shelves  
are always as full of Nicotinell as the newspaper  
columns. Just think how many you'll get through

NICOTINELL IS A REGISTERED TRADEMARK

**Indication:** Transdermal Therapeutic system containing nicotine, available in three sizes (30, 20 and 10cm<sup>2</sup>) releasing 21mg, 14mg and 7mg of nicotine respectively over 24 hours. **Indication:** Treatment of nicotine dependence, as an aid to smoking cessation. **Dosage:** Stop smoking completely when starting treatment. For those smoking more than 30 cigarettes a day, treatment should be started with NICOTINELL TTS 30 once daily. Those smoking less should start with NICOTINELL TTS 20 once daily. Sizes of 30, 20 and 10cm<sup>2</sup> permit gradual withdrawal of nicotine replacement, using treatment periods of 3-4 weeks with each size above 30cm<sup>2</sup> have not been evaluated. The treatment is designed to be used continuously for three months, but not beyond. However, if still smoking at the end of the three month period, further treatment may be recommended following a re-evaluation of the patient's motivation. **Contraindications:** Heavy smokers, occasional smokers, children under 18 years. As with smoking, NICOTINELL is contraindicated during acute myocardial infarction, unstable or worsening angina pectoris, severe cardiac arrhythmias, recent cerebrovascular accident, pregnancy and breast feeding, skin diseases preventing patch application and hypersensitivity to nicotine. **Precautions:** Hypertension, stable angina pectoris, cerebrovascular disease, occlusive peripheral arterial disease, heart failure, hyperthyroidism, diabetes mellitus, renal or hepatic impairment, peptic ulcer. Persistent skin reaction to the patch. **Keep out of the reach of children at all times.** **Side effects:** Smoking cessation causes many withdrawal symptoms. Most common adverse effects directly related to nicotine patches are reactions at the application site (usually erythema or pruritus). Other events which may be related to smoking cessation include headache, sleep disturbances, gastro-intestinal disturbances, and myalgia. **Legal category:** P. **Packs:** NICOTINELL TTS 10 (PL0001/0173) in packs of seven patches, trade price £8.21, retail price £14.47. NICOTINELL TTS 20 (PL0001/0174) in packs of seven patches, trade price £8.64, retail price £15.23. NICOTINELL (PL0001/0175) in packs of seven patches, trade price £9.07, retail price £15.99. © denotes registered trademark. **PL Holder:** Ciba Geigy Plc, Macclesfield SK10 2NA. Further information is available from Zyma Healthcare, Holmwood RH5 4NU. **Date of preparation:** January 1994. 0194/655.

ZYMA HEALTHCARE IS PART OF THE CIBA GROUP

\*NIELSEN MAR-APR 1994 : REG MEAL MAY 1994



# ONLY TAG

## Prevents Night

- ★ The active ingredient in Tagamet 100 has been used by Doctors for **18** years.
- ★ Over **77** million peoples lives have been changed by the active ingredient in Tagamet 100.
- ★ Over **16,000** clinical trials worldwide have been conducted using the active ingredient in Tagamet 100.
- ★ **6** pivotal studies clinically prove Tagamet 100's effectiveness in symptomatic relief of day time heartburn.
- ★ **2** further pivotal studies in over **600** subjects clinically prove Tagamet 100's effectiveness in the prevention of nocturnal heartburn.

***Now your customers can  
sleep safe in the knowledge  
that they can obtain relief  
from heartburn.***

**TAGAMET-100 cimetidine**

**Product Information** Presentation White elliptical film coated Tiltab tablet containing 100 mg cimetidine. **Dosage and administration** Adults (incl. the elderly), children 16 years and over: Relief of heartburn, dyspepsia, hyperacidity: Two tablets with water when symptoms appear. If symptoms persist for more than 1 hour after the first dose, a second dose may be taken but no more than 4 tablets in any 4 hours and no more than 8 tablets in any 24 hours. Prophylactic management of nocturnal heartburn: One tablet with water one hour before bed time. In all cases, not to be taken for more than two weeks. If symptoms persist for more than two weeks or recur regularly, a doctor should be consulted. Not to be given to children under 16 years of age. **Use** Short term symptomatic relief of heartburn, dyspepsia, hyperacidity. Prophylactic management of nocturnal heartburn. **Contraindications** Hypersensitivity to cimetidine or any of the excipients. **Precautions** Not recommended in patients: with impaired renal function, hepatic impairment; taking oral anticoagulants, phenytoin, theophylline, intravenous ranitidine; middle aged or older patients with new/changing dyspeptic symptoms; any patients with unintended weight loss and dyspeptic symptoms, because of potential delay in diagnosis of gastric cancer; with compromised bone marrow; in pregnancy and lactation. Use only on a doctor's advice in patients: with any other illness, using any medication, under



# AMET\* 100

## ne Heartburn\*\*



**Tagamet 100** **12 TABLETS**  
*Controls excess acid - Fights heartburn pain*

**Tagamet 100, the only OTC  
H2-receptor antagonist clinically  
proven for prophylactic management  
of nocturnal heartburn.**

medical supervision for other reasons, with a history of peptic ulcer who are now using NSAIDs especially the elderly.  
**Adverse reactions** Diarrhoea, dizziness, rash, tiredness. Gynaecomastia, occasional liver damage, confusional states (usually in the elderly or very ill), all reversible. Rarely thrombocytopenia, leucopenia, agranulocytosis, all reversible. Very rarely, interstitial nephritis, acute pancreatitis, headache, myalgia, arthralgia, fever, sinus bradycardia, tachycardia and heart block, all reversible, aplastic anaemia, pancytopenia and anaphylaxis. Reports of alopecia and very rarely reports of reversible impotence but no causal relationship has been established at usual prescribed therapeutic doses.

**Product licence number** 0002/0230. **Retail price** Tablet (12's) £2.29, (24's) £3.99. **Legal category** P

**Date of preparation** 19th August 1994. 'Tagamet' and 'Tiltab' are trademarks. SmithKline Beecham Consumer Healthcare, B. House, Brentford, Middlesex TW8 9BD. Telephone number: 0181 560 5151

**SB SmithKline Beecham**  
Consumer Healthcare

\* Tagamet is a registered trademark of Smith Kline and French Laboratories Limited

\*\* Tagamet 100 is the only OTC H2-receptor antagonist licensed for the prevention of nocturnal heartburn



# Neutrogena turns up the heat

Neutrogena prides itself on its 'problem solving' positioning and now, with its new Heatsafe treatment, has turned its attention to the question of hair dryer 'dry out'.

Eighty-eight per cent in the 15-44 age group use a

heat styling product — the company claims that 26 million households in the UK have hair dryers — so it is a market with a lot of potential.

The company also claims it is pioneering a new hair care sector, as

Heatsafe is not strictly a conditioner or a styling product but a protective agent. The formula itself is heat activated. It combines wheat proteins and amino acids which, when activated, penetrate and strengthen each hair shaft and control moisture loss.

The easy to use pump spray mist is available in two variants: one for dry/damaged hair and one for fine/flyaway hair. It is packaged in a carton which carries copy guaranteeing the benefits of regular usage.

When Heatsafe was launched in the US last year, retailers found that they were selling through a month's anticipated stock in just one week, says the company.

**Neutrogena (UK) Ltd. Tel: 0494 474787.**



## Gearing up for Christmas

Worth has a series of special Christmas sets in its Je Reviens fragrance. There are four different combinations: 50ml edt spray and 100g perfumed talc (£10.95); 50ml edt spray and 150ml bath and shower gel (£11.95); 30ml edt spray and 30ml edt boules (£12.95) and 50ml edt spray, 150ml lotion and 2 x 75g soaps (£13.95).

The star-studded boules-shaped bottles of eau de toilette will also be available in three sizes: 30ml, 50ml and 100ml which are £8.95, £10.95 and £14.95 respectively.

In the Carven Ma Griffie gift sets there are three combinations: 50ml parfum de toilette spray and 100g perfumed talc (£10.95), 50ml parfum de toilette spray and 2 x 75g soaps (£11.95), and 50ml parfum de toilette spray, 150ml body lotion and 2 x 75g soaps (£13.95).

The company has also introduced a limited edition gift in its Worth Pour Homme fragrance containing a 100ml after shave with a 150ml bath and shower gel (£10.95).

• Worth Fragrances Ltd and Worth International Ltd have adopted a new trading name, International Classic Brands. **International Classic Brands. Tel: 081 579 6060.**

## Freeman Cosmetics crosses Atlantic

Three Californian natural ranges, Freeman Botanicals, Freeman Beautiful Skin and Freeman Beautiful Bath are entering the UK market via Fragrant Memories.

The products (each naturally based) are suitable for all skin and hair types, and are packaged in bright tubes and bottles. Freeman Botanicals comprises 13 hair treatments; Freeman

Beautiful Skin comprises ten products to cleanse and nourish; and Freeman Beautiful Bath has 16 bath and after bath treatments. Prices range from £3.49 to £4.99 for generous-size packs. Special counter merchandise units are available.

A heavyweight advertising campaign is planned for the women's press in October. **Fragrant Memories Ltd. Tel: 0342 313206.**



## Pretty Poly

Henkel's Poly Color Tint is being relaunched with a new-look pack which highlights the brand's core message of '100 per cent grey coverage'.

The logo, too, has been updated and pack colours are warmer for greater shelf impact. The model appears on both the front and sides of the pack, emphasising the colour shade. **Henkel Cosmetics Ltd. Tel: 0606 863584.**

## Glints update

Claire's Glints are to be repackaged this autumn and supported by a promotional campaign. The range of conditioning hair colour enhancers will also be backed by TV advertising next year.

The new packs will be available from October, priced £2.29. **Bristol-Myers Co Ltd. Tel: 0895 639911.**

## Into flora

Taylor of London is relaunching its English Flowers range, and retailers ordering an opening parcel (costing £157.22) for delivery between September 4 and October 31 will receive a £100 holiday voucher.

The relaunch comprises a more modern fragrance and revitalised packaging. The range includes: toilet soap (100g, £2.50); talcum powder (100g, £3.50); foaming bath essence (250ml, £6.95); toilet water spray (30ml, £6.50); body lotion (250ml, £5.95); and bath & shower gel (250ml, £4.95).

• To encourage consumer trial, purchases from the new range of £8.50 and over will include a free dried flower bouquet. **Fine Fragrances & Cosmetics. Tel: 081 979 8156.**

## In control

Fine Fragrances & Cosmetics is introducing High Colour Control Cream, an emulsion containing herbal extracts which, the company claims, encourage re-absorption of the tiny amounts of blood from broken capillaries lying below the skin's surface.

It retails at £4.95 for 60g. **Fine Fragrances & Cosmetics Ltd. Tel: 081 979 8156.**



## Cutex's Natural Radiance

Cutex is adding two new products to its facial cosmetics range.

Both Natural Radiance Light Diffusing Foundation and Natural Radiance Light Diffusing Powder are based on powders which evenly reflect light over the complexion. This helps to minimise the appearance of fine lines and blemishes, says the company.

The foundation is enriched with provitamin B5, vitamin E and a sunscreen. The powder is pressed and translucent. Both retail at £4.99 and will be on-counter from November.

They are packaged in the Cutex dark grey, the foundation in a frosted glass pump dispenser and the powder in an elliptical mirrored compact. • A gift with purchase accompanies the launch with the opportunity for consumers to receive a free cotton bathrobe. **Rimmel International Ltd. Tel: 0233 625076.**

## Matte Max

Max Factor International claims to have created a matte lipstick which helps prevent lips from drying and flaking.

Lasting Colour Satin Matte (£3.49) is available in ten shades (eight from the High Definition Lipstick range which is now being discontinued). It is available from November.

To accompany the launch, four new shades of Lip Liner will be introduced at an rrp of £2.79 for a limited period of eight weeks.

Three new shades of Diamond Hard Nail Enamel (£2.99) are also being introduced. **Procter & Gamble (Cosmetics & Fragrances) Ltd. Tel: 0202 524141.**



## Worth snaps onto Konica

Worth Photos has teamed up with Konica to develop a long-term campaign to offer a range of photo gifts, special prices and discounts.

To create ongoing interest, the offers will be introduced on a regular basis and free gifts such as photo albums, clip frames, pocket albums and bonus colour enlargements will be featured alongside competitive developing and processing prices. **Worth Photofinishers Ltd. Tel: 0535 655582.**

## Toning calypso

Spontex is adding a toning sponge to its Calypso range of body sponges (rsp £5.15). It has an exfoliating/toning surface on one side made from natural grains of vegetable material which retain their firmness even in water. **Spontex Ltd. Tel: 0792 475544.**

## Splash it about

Brut Aquatonic is teaming up with youth-targeted radio stations to run 'Summer Splash Dance' Dive-In Movies. Swimmers at their local pool can watch *Jaws* on a giant screen, while the radio roadshow provides the atmosphere. A 'Beach Party' tie-in with Kiss FM's annual Ibiza holiday is available to London clubbers. **Elida Gibbs. Tel: 071 486 1200.**

## Colgate offers

Colgate-Palmolive offers September price promotions across its Plax and Actibrush ranges through Unichem and Barclay, respectively. Both wholesalers are offering promotions on Colgate's Precision toothbrush. **Colgate-Palmolive. Tel: 0483 302222.**

## Lynx Systeme

Elida Gibbs supplied incorrect retail prices for products in the Lynx Systeme shaving range, published in our August 6 C&D Price List. The correct prices are: After Shave 100ml, £6.95; After Shave Cooling Gel 100ml, £4.95; Shaving Gel 150ml, £2.39; Shaving Foam £1.79; Body

Spray 150ml, £2.39; and Shower Gel 200ml, £2.29. In addition, the company says the standard Lynx range now has a new improved roll-on formula. **Elida Gibbs. Tel: 071 486 1200.**

## Sabona specials

Sabona is offering pharmacists special deals on its bracelet ranges: two free copper bracelets with every starter pack (£39.70 excluding VAT); a free gold-plated bracelet with every 30 copper or ten gold-plated bracelets; a free design bracelet with ten or more design bracelets. **Maddox Health & Beauty. Tel: 081 795 2451.**

## Trial Kyolic

This autumn, consumers can buy a 30-pack trial size of Quest's Kyolic Garlic for £1.99, and get £1 off their next purchase of the 120-pack. Advertising and POS will support the promotion. **Quest Vitamins. Tel: 021 359 0056.**

## Kamillosan size

Kamillosan ointment's 24g size will be replaced with a 30g pack from September 1. Trade and retail prices remain unchanged. **Norgine Ltd. Tel: 0865 750717.**

## Cashback promo from Philishave

Philips will soon be introducing its fourth Philishave promotion of the year.

Consumers will be able to send away for a £15 cashback on the top two models in the range — the HS970 and HS990 — and for a £10 cashback on all models with a retail price

of £45 or more.

The promotion runs from September 14 to October 29 and redemptions can be made until November 14. Showcards are available to promote the offer at point of sale. **Philips Homes Appliances. Tel: 081 689 2166.**

## National Gargle

The second National Gargling Week, sponsored by TCP, begins on January 30, 1995 and will include the launch of a consumer leaflet on gargling, as well as promotions and radio broadcasts.

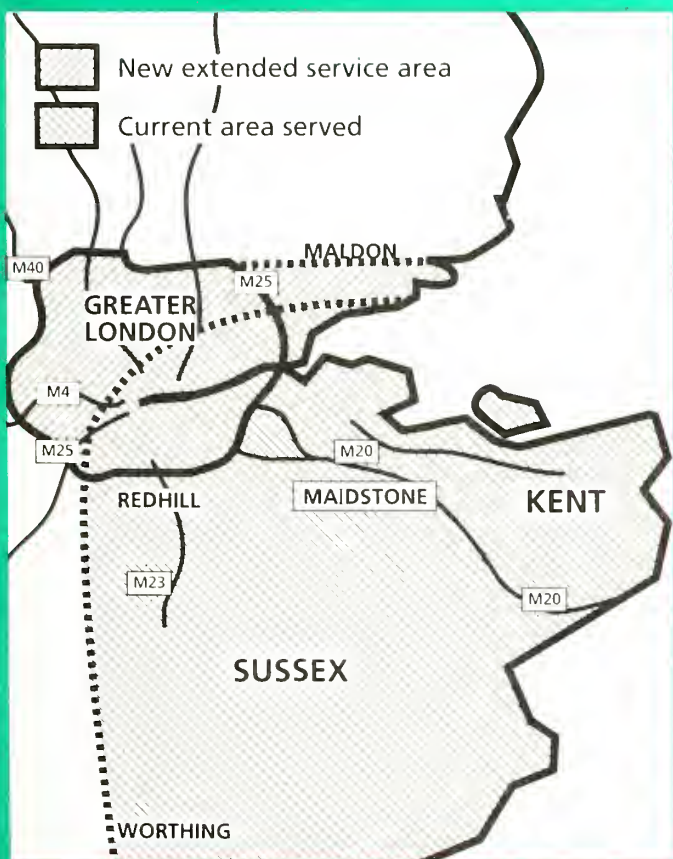
Following National Gargling Week 1994, awareness of gargling with TCP for sore throats increased from 40 to over 50 per cent. But among 15-24-year-olds it doubled from 25 to 50 per cent.

A £1.5 million advertising campaign for TCP will run from September until April. **Chemist Brokers. Tel: 0705 219900.**

## Golden lady

There will be three special trade offers available at Chemex on Epilady products from Oris Beauty Products on the Medielite stand (A26) this year.

For every three Epilady Gold units purchased, an Epilady Compact (rrp £29.95) will be given free; for every six Epilady Gold units purchased, there will be an additional Epilady Gold free (rrp £39.95); and one additional After Epilady Cream will be given away with every six After Epilady units sold (rrp £4.95 per 100ml tube). **Oris Beauty Products Ltd. Tel: 081 885 2999.**



## Sangers. Getting bigger by being better.

We have good news for you. Following the acquisition in July of the assets of Firstpharm Ltd, a London wholesaler, Sangers are expanding their distribution network to cover even more of London and the South East.

Pharmacies in West, Central, North East and North West London will be able to take advantage of the extensive services of Sangers, a full line independent Numark wholesaler.

Good news also for Sangers' existing customers. The extra resources being made available across the whole spectrum of operation, together with our 100% commitment to flexible, reliable service, will set a new standard of excellence.

If you would like to know more about what Sangers can do for your independent pharmacy, call Frank May on the number below.

## SANGERS (MAIDSTONE) LIMITED

Parkwood, Sutton Road, Maidstone, Kent ME15 9NN.  
Telephone: 0622 754977

**NUMARK**

Sangers (Maidstone) Limited are suppliers to the Numark Group of independent pharmacies.



# The countdown begins ...

With only two weeks to go until Chemex '94, it's time for potential visitors to start planning in detail who they want to see — and for the uncommitted it is time to make the decision to go!

Well over 200 companies will be represented at Wembley on September 11-12. Advance ticket requests on the Chemex Hotline (081 302 7215) continue to be some 60 per cent above last year's level.

Almost every exhibitor is making the most of the promotional opportunities that Chemex affords. There are competitions with a variety of prizes (APS and Ernest Jackson might be worth a visit here), incentive deals and a vast array of Chemex discounts.

"There is more than enough to keep visitors occupied for a day. It is noticeable that a large number of companies are bringing new products to the show," says exhibition manager Hugh Robinson.

The doors open at 10am on Sunday and close at 7pm. On Monday it's a 10am start, but an earlier finish at 5pm. There is free parking for 6,000 cars at Wembley and both British Rail and London Underground stations are nearby (a shuttle

bus will run to Wembley Park Tube).

A supervised children's play area and crèche are available, but visitors should be aware that children under 16 and pushchairs and prams are not permitted inside the exhibition halls.

## And don't forget the press office

Although Chemex is primarily a trade show, it can serve as a showcase for manufacturers to present their wares to a far wider audience.

It may surprise exhibitors to find that about 100 people found their way to the press office last year. Apart from trade journalists, there were representatives from the women's consumer media and the national dailies.

"This year there is a targeted campaign to encourage more consumer press to come to Chemex. This will give manufacturers greater exposure in the market after the show," says Mr Robinson.

## It's never too late to join in the action!

Even at this stage, there are still major names signing up for Chemex. Evans Medical will now be appearing at the show.

Other late entrants include Helionova, which will be promoting Darphin Skin Care from Paris. The company is looking to extend its operation into selected pharmacies with skin, body, hair, dental and sun products.

The Lifetime Co will be showing Dri-Sleeper, claimed to be the best-selling bedwetting alarm in Australia and New Zealand. Such alarms have been largely unavailable to UK pharmacists because of their high cost, the company says.

Worn under night clothes, the alarm retails at £25.55 (ex VAT) and will be offered at Chemex with up to 50 per cent discount.

Epilady is going for gold on the Medielite stand. This latest line from Oris Beauty Products, with three different heads, will feature in three special offers.

Rafiq-Ali International will be showing the Natio Aroma-therapy range of skin care products. Sixteen new lines are being introduced into the range next month. The brand is stocked by leading chain stores in Australia, where it originates.

Readyspe, a leading brand

## CHEMEX EXHIBITION



11-12 SEPTEMBER 1994  
WEMBLEY EXHIBITION CENTRE  
LONDON • ENGLAND



11TH-12TH SEPTEMBER 1994  
HALL 2, WEMBLEY EXHIBITION CENTRE

among ready-made reading glasses, has sold nearly 4 million pairs since 1989, and will be looking to boost the figure further at Chemex.

• The exhibitor Expopharm, appearing at Chemex '94, is promoting the German national equivalent to Chemex, and should not be confused with the Walthamstow-based wholesaler Expopharm at 10 Waltham Park Way, London E17.

### ADVERTISEMENT

## BAKER NORTON TRADE ANNOUNCEMENT

The name "Eye-Crom<sup>®</sup>", describing the Baker Norton brand of sodium cromoglycate aqueous eye drops 2% w/v, 13.5ml has now changed to **Hay-Crom<sup>®</sup> Aqueous Eye Drops**.

The medical profession has been informed of this change. There will be a transition period where scripts are written for either "Eye-Crom<sup>®</sup>" or "Hay-Crom<sup>®</sup> Aqueous Eye Drops".

### Abbreviated Prescribing Information

(Full prescribing information available on request)

Hay-Crom Aqueous Eye Drops: Eye drops containing Sodium Cromoglycate Ph. Eur. 2% w/v as the active ingredient, with benzalkonium chloride 0.01% w/v, as preservative. Disodium Edetate BP and Purified Water BP.

**Indications:** For the prophylaxis and treatment of acute and chronic conjunctivitis (e.g. hay fever).

**Dosage:** Adults, children and the elderly: One or two drops into each affected eye up to four times daily.

**Contra-indications:** Hypersensitivity to sodium cromoglycate, benzalkonium chloride or disodium edetate.

**Warnings/Precautions:** Since sodium cromoglycate is essentially prophylactic, patients should be advised not to discontinue using the eye drops unless advised to do so. The eye drops should not be used whilst wearing soft contact lenses, because of the preservative they contain. As with other ophthalmic preparations, patients should be advised to discard any solution remaining

Pharmacists can dispense "Eye-Crom<sup>®</sup>" or "Hay-Crom<sup>®</sup> Aqueous Eye Drops" on either of these script formats as the products are identical in all but name.

Baker Norton would like to reassure pharmacists that current stocks of "Eye-Crom<sup>®</sup>" may continue to be used.

28 days after opening. Hay-Crom Aqueous Eye Drops should only be used during pregnancy where clearly needed.

**Adverse Effects:** Following instillation of the drops, transient symptoms may occur. These may include blurring of vision, burning or stinging.

**Package quantity and cost:** Each bottle contains 13.5ml; £5.15, PL 0530/0356.

**Legal Category:** POM Data sheet with full prescribing information available on request from Baker Norton.

**BAKER NORTON** Quality Medicines At Sensible Prices

A Division of Norton Healthcare Limited, Harlow, Essex CM19 5TJ

Date of preparation: July 1994

Hay-Crom and Eye-Crom are registered trade marks.





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Contact your local AAH Pharmaceuticals branch to arrange an appointment with your LINK representative.



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# Kiddiwinks little bundles

There's nothing like extra profit to bring a smile to your face.

And the new Kiddiwinks babycare range is going to give it to you in bundles.

How can we be sure?

Because Kiddiwinks is the result of painstaking research into products, designs and colours that mums really want. Designs and colours which are co-ordinated throughout the range.

Kiddiwinks provides a comprehensive product line up with all the items that babies need from birth right up to four years old. From bottles and teats to baby wipes and trainer cups.

But the range is not confusingly large. So mums can choose the right products for their babies at a glance.

And there are some they'll find difficult to match elsewhere. Innovative, practical ideas





# brings you les of joy.



like sterilised teats and caps for travelling, a soft-on-the-mouth silicone head spoon, a staywarm suction bowl and many more.



But the real eye-opener is the packaging. It stands out from everything else on the market. And a special merchandising stand is available to help you offer customers the widest possible choice.

With the cute Kiddiwinks characters, a catchy name and consumer launch advertising, the brand is growing fast in the babycare market.

For more information about the Kiddiwinks range or to place an order, telephone the Sales Department on 01386 553386 or fax us on 01386 556362.



**We know where babies  
are coming from.**

# Maternity leave: the October revolution

**Soon all women will be entitled to maternity leave regardless of their hours, salary or how long they have been working for you. Valda Elson looks at how you will be affected by one of the most sweeping changes in working women's rights in recent years**

If one of your staff is due to give birth after October 16, read on because her rights to maternity pay and leave will change thanks to new legislation.

It not only affects long-serving staff but *all* women working in England, Scotland, Northern Ireland and Wales, regardless of hours worked or salary. Failure to comply could result in a sex discrimination claim, which has no upper compensation limit.

This legislation falls under the 1993 Trade Union and Employment Rights Act, brought in to implement an EC Directive and is much more radical and wide-ranging than existing provisions.

## Leave for all

All women will be entitled to maternity leave irrespective of length of service, hours worked or salary earned.

Employees with less than two

years' service will be entitled to 14 weeks' maternity leave which may be extended to a maximum of 18 weeks on the production of a sick certificate. This leave may start from the 11th week before the expected week of confinement (EWC).

Employees who have two years' service 11 weeks before the EWC will be entitled to full maternity leave. The legislation also allows full maternity leave for an employee with two years' service for 16 hours a week or more, or five years' service for 8-16 hours a week or more. But a recent Law Lords judgment has indicated that current UK legislation is discriminatory against part-timers (8-16 hours a week). It is, therefore, advisable to give all your employees with two years' service the full maternity rights.

The woman may start her maternity leave 11 weeks before the EWC and may continue her leave for up to 29 weeks after the actual date of birth. The return date can be postponed for up to four weeks by the employer for any reason and by the employee on the production of a medical certificate.

## Contractual rights

With the exception of remuneration, all contractual terms and conditions apply for the first 14 weeks of maternity leave. This means that holiday rights will continue to accrue for the first 14 weeks on both the minimum and longer maternity leave. This is a new entitlement.

To exercise her right to leave, the woman must notify her employer that she is pregnant, her EWC, and the date she wants to leave.

She must notify the employer no later than 21 days before her leave starts or as soon as possible if in exceptional circumstances she is unable to give 21 days' notice. The employee should also produce a certificate MAT B1 which is issued by the midwife or doctor and notifies you of the EWC. This should be available by the 15th week before the EWC.

You should notify your employee of all these requirements and ask her to put her request for leave in writing. It is not helpful to hope that by not telling the employee her rights, you may avoid having to give maternity leave.

All women will be entitled to the basic 14-week leave of

absence although employers who have five or fewer staff (in total) can still refuse the automatic right of return for women taking the extended leave. Such employers should look at all the options and would have to be able to prove to any ensuing tribunal that it was impossible to hold the job open.

## Returning to work

Many employees are now asking employers if they can return on a part-time basis after the baby is born. Although the legislation says the employee has the right to return to the same or a broadly similar job, do not take it for granted that it is safe to refuse a request for part-time work. There have been several tribunal cases recently which have found in favour of the employee. It is important to look seriously at the employee's request and to accede where it is possible to do so or be able to defend your reasons for not granting the request.

## Health and safety

A pregnant employee, or one who has recently given birth, or is breast feeding and cannot do her job because of a health and safety risk, has the right to be offered suitable alternative work. If there is nothing suitable then she should be suspended on full pay. In no circumstances must she be dismissed. It is very unlikely that there are any duties in a pharmacy which come under this category — thank goodness!

## Unfair dismissal

This legislation makes it almost impossible to dismiss an employee if she is pregnant or has recently given birth. It will be considered unfair if:

- the reason for dismissal is in any way connected with the pregnancy
- the maternity leave ends by dismissal because she has given birth
- the reason for dismissal is because the employee took maternity leave
- she is dismissed within the four weeks after the 14 weeks' maternity leave and she has produced a medical certificate to cover that absence
- she cannot continue working on health and safety grounds connected with her pregnancy
- she is made redundant while on maternity leave and has not been offered suitable alternative work.

WE DON'T DO  
ANYTHING  
BY  
HALF!

**MERCK**



## Maternity pay

Maternity pay comes under the Maternity Allowance and Statutory Maternity Pay (SMP) Regulations 1994. The new rules for maternity pay apply to women whose EWC is on or after October 16, 1994 so the new payments may start being paid from as early as September 4, 1994.

For women who have 26 weeks' continuous service with the same employer at the 15th week before the EWC and pay NI, the new SMP rates are:

- 90 per cent of average weekly earnings for six weeks
- £52.50 for up to 12 weeks thereafter.

Women who are only entitled to the minimum 14 weeks' maternity leave will only receive 14 weeks' maternity pay — six weeks at the higher rate and eight weeks at the lower. However, the DSS is advising that if a woman is unable to return after the basic maternity leave, either through ill health or for a health and safety-related reason, then the Maternity Pay Period (MPP) will continue to run for the full 18 weeks. Maternity pay must not be paid for any week in which the employee works for you.

Employers may claim back 92 per cent of maternity pay although small employers (those who paid less than £20,000 NI in the previous year) will be able to claim back 100 per cent plus 4 per cent NI compensation.

An employee who works for more than one employer and who satisfies the qualifying rules can receive SMP from each employer. It is also possible that an employee may have two distinct contracts with you at the same time.

If National Insurance Contributions are paid separately, then SMP may become liable under each contract. But if the gross wages from each employment are added together and taxed as a single item, there is only one SMP liability.

If an employee is working for a health authority and the hospital changes to a trust status you should contact your local Contributions Agency office for advice.

## Locums

If an employee such as a locum has worked for an agency in each of the 26 weeks leading into the qualifying week, she satisfies the continuous employment test. A week is defined as Sunday to Saturday.

If some work was done during a week it will count as a full week for continuous employment. But there may be complete weeks when an employee is not working for that agency. This does not necessarily mean that continuity of employment is broken.

Once again check with your local Contributions Agency office for clarification.

Women on Government training schemes may also get SMP if they have employee status.

## Sickness

If an employee is absent from work because of a pregnancy-related illness, on or after the start of the sixth week before the baby is due, the employee transfers from SSP to SMP. The SMP will start on the Sunday if the employee has not worked that week or the following week if she has worked or has been sick for a reason not connected with the pregnancy.

## Pregnancy-related illness

Deciding if an employee's absence from work in the six weeks prior to her EWC is due wholly or partly to pregnancy or confinement is not always easy. The Contributions Agency has issued some guidelines which divide diagnosis into three groups:

- conditions which will only be diagnosed in relation to pregnancy or confinement
- conditions which it is reasonable to accept that the condition alone would cause absence from work and that pregnancy or confinement are not making a significant contribution to the absence
- diagnoses for which it is not possible to decide if the absence is due to pregnancy or confinement using diagnoses alone.

If the latter applies, you will need to find out more about your employee's circumstances. You may need to ask the employee's GP for further information or take advice from your company medical adviser.

## Pensions

Please note that provisions contained in the Social Security Act 1989 which relate to superannuation contributions for women on maternity leave were brought into effect from June 22, 1994. For pension purposes, the employer must continue to pay contributions on the standard rate of pay while the woman is on paid leave. However, the employee's contributions are based on her SMP.

## Attachment of Earnings Orders

An Attachment of Earnings Order is a method whereby county courts may recover debts directly from employees' salaries. Unlike SSP, these orders or, in Scotland, Arrestment of Earnings Orders, do not apply to SMP payments.

## Record keeping

It is vital to keep good records on all aspects of maternity leave and pay. Your local Contributions Agency will provide the new maternity manual and tables.

National Pharmaceutical Association members will be receiving an information leaflet. They may also contact the NPA for advice and record keeping forms.

*Valda Elson is the National Pharmaceutical Association's personnel and administration officer.*



NOR DO WE!

**WHITEHALL**



## Sangers targets central London with Firstpharm

Numark member Sangers of Maidstone is extending its wholesale service to include central London with the acquisition of the assets of Hackney-based Firstpharm.

This not only widens Sangers' own catchment area to central, north east and north west London, it gives Numark a second chance to tap the London market.

The deal, for an undisclosed amount, is for Firstpharm's London assets, ie freehold of the 17,000sq ft warehouse, computers and stock. It does not include the company's Stoke-on-Trent depot.

The Firstpharm name will go, possibly to be replaced by the name Sangers (London), says managing director Dennis Pay.

Sangers already offers a full-line, twice a day service to just under 300 pharmacies in south and south east London, Kent, Surrey and Essex. From the start of September, Firstpharm customers will be added to Sangers' list, meaning that the entire M25 area will be covered.

"We will be offering all pharmacies recruited as part of the new London operation an exclusive and tailor-made service, designed to cater for their very specific requirements as London pharmacies," says Mr Pay.

This will differ from its existing non-London service and is thought to include more tailored deliveries on a par with the old Firstpharm service.

To inform pharmacists of its move into London, Sangers has taken out trade advertising and is in the process of ringing old Firstpharm customers.

Interested parties will then be eligible for launch terms that will run until the end of the year. There will also be a separate set of Numark incentives, which will run for six months from September.

This new service will be coordinated from Sanger's Maidstone depot, where a dedicated department is in the process of being set up.

Initially the existing Maidstone telesales department will expand to cope with the London orders, but there is the possibility of a London ordering system later.

Mr Pay hopes to take on existing staff, where possible. This includes a number of senior managers, although he would not give details at the time C&D went to press.

Sangers' acquisition is good news for Numark on two fronts. Many London pharmacies can now take advantage of its services for the first time since ex-member Macarthy serviced the area from its Romford depot in Essex.

It also gives Numark a wider pool of independents from which to recruit retail shareholders. According to managing director Terry Norris, ex-Macarthy customers will be invited to be part of the new-style Numark.

This is the latest instalment in

Firstpharm's colourful history. The London wholesaler, which grew out of I & N Rabin and Branded Goods, went into receivership at the start of May.



Dennis Pay, managing director

## J&J bids \$906m for Neutrogena

Johnson & Johnson looks set to make its second hypo-allergenic skin care buy inside a year with a \$906 million bid for Neutrogena.

The Neutrogena board has approved the \$35.25 a share offer, which includes its chairman and chief executive officer Lloyd Cotsen selling his 38 per cent stake in the company.

If Neutrogena enters into another deal, it would pay J&J a penalty of \$27.5m.

The skin and hair care company achieved sales of over \$282m in 1993, across 72 countries. It is headquartered in Los Angeles with 840 employees.

J&J chairman Ralph Larsen called the deal "a very important strategic addition" to his company's business.

Last year, J&J bought RoC from LVMH, the luxury goods empire, for an undisclosed amount.

## Wrafton's Barum launch costs dear

Wrafton Laboratories' launch of the Barum range of over the counter medicines and toiletries has not gone as smoothly as planned.

Not only have roll-out costs contributed to falling pre-tax profits, but Barum sales have not met targets, says a company spokeswoman. The range was originally predicted to sell £2 million ex-factory. Figures of actual sales were not available.

Pre-tax profits for the year to April 30 fell to £950,000, down 22 per cent. As well as Barum sales and marketing costs, dropping sales contributed to the figures.

Turnover was down 4 per cent to £9.2 million.

Wrafton suffered from the termination of long-standing contracts with its former owner Whitehall Laboratories.

In its first year after the management buyout, 90 per cent of sales came from making Whitehall products. Last year, that figure had fallen to under 50 per cent. Now only some of Whitehall lipbalm and skin care products remain.

To make up the shortfall, the company has secured own-label manufacturing contracts with multiple retailers.

GREATER THAN  
THE SUM  
OF THE  
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# AHP stumps up \$9.7bn for American Cyanamid

After almost three weeks of offers and revised offers, American Home Products looks set to go ahead with one of the biggest takeovers the pharmaceutical industry has seen.

It has bid \$9.7 billion for American Cyanamid, over \$600 million more than its initial offer made on August 2 (*C&D* August 6, p215).

The deal has also blocked Smithkline Beecham's plans to take over Cyanamid's pharmaceutical interests (*C&D* August 13, p251).

The AHP \$101 a share offer was

accepted by the Cyanamid board on August 17, but has yet to be approved by the US Government. If this goes through, it would lift AHP into the world's top four pharmaceutical companies. Combined sales would be over \$12 bn.

As well as pharmaceuticals, the expanded company would also have interests in consumer healthcare, medical supplies and diagnostic products.

Cyanamid brings with it a chemical research library, candidate molecules for future drugs, as well as an agricultural business. Sales came to \$4.3bn last year.

In the UK, most of Cyanamid's healthcare interests come under Lederle Laboratories, which generated a turnover of £80m last year.

According to a company spokesman, business is as usual, the message given in a letter mailed to wholesalers on August 18. There are no plans to mail pharmacists, he says.

Of the 800-plus people on the Lederle payroll, most work at the Gosport headquarters in Hampshire. There is also a clinical research operation in Richmond, Surrey, and a field sales force.

## Usdaw warning on Sunday shopping

This Sunday (August 28) will see many shops opening legally for the first time under reformed trading laws.

However, the shopworkers union, Usdaw, is quick to warn traders not to breach the rights of its members by forcing them to work on Sundays or they could face industrial tribunals.

Those working Sundays as part of their working week will have to sign new 'opt-in' agreements as

existing contracts become void on the day the Sunday Trading Act is introduced. But the union advises employees to be completely satisfied with the terms and conditions before signing anything.

After that, shopworkers can still legally change their minds by giving their employer three months' notice.

The Act was introduced on Friday, August 26 and offers

workers statutory protection by giving them the right to refuse working on Sunday without the threat of dismissal, redundancy and detrimental effects such as loss of bonuses, training and promotion.

All shopworkers, current and future, are protected, including part-timers and those with less than two years' service. The exceptions are those contracted to work exclusively on Sundays.

## Advance information

UKCPA is holding a Surgical Practice Interest Group study day on 'Surgical Pharmacy: Beyond the Basics' on **September 12** at the New Cobden Hotel, Birmingham. Details from Anne Cole, tel: 0703 796381.

Society of Cosmetic Scientists is holding a certificate course in cosmetic science at the London College of Fashion, 20 John Prince's Street, London, on **September 12**. For details, tel: 071 629 9401.

Society for Medicines Research is holding a symposium on 'New Therapies for Schizophrenia' on **September 15** at Charing Cross & Westminster Medical School, St Dunstons Road, London W6. Details available from SMR Secretariat, tel: 071 581 8333.

Management Forum is holding a seminar on 'Disinfection' on **September 15** at the Café Royal, London W1. Details from Management Forum, tel: 0483 570099.

The British Pharmaceutical Conference is to be held on **September 16-19** at the Institute of Education and the Royal National Hotel, London. Details from RPSGB, tel: 071 735 9141.

Technomic Publishing Co Inc will sponsor the following seminars: 'Pharmaceutical Tablet Technology' on **September 19-21** at the Chicago Marriott Hotel, Chicago, and 'Pharmaceutical Labelling, Advertising and Promotion: Meeting FDA Regulations' on **September 29-30** at the Sheraton Hasbrouck Heights Hotel, New Jersey. Details from the pharmaceutical division of Technomic in Lancaster, Pennsylvania, tel: 0101 717 291 5609.

## Sterling Health sale

Sterling Health would not confirm rumours that it was about to announce its sale. Bids closed on August 18, with frontrunners thought to be Bayer and Roche.

## Sales hot up

July pharmacy sales benefited from the hot weather, according to the latest figures from the British Retail Consortium. Sun lotions were greatly in demand and sales were well above the seasonal norm. Anti-allergy products were among the best-selling healthcare products. Overall retail sales were 4.6 per cent up on July, 1993. According to the Central Statistical Office, prices for 'chemists goods' in July were 2 per cent up on the year before.

## Unichem leaflets

Unichem is offering 2,500 practice leaflets for £150. These six-page, two-colour leaflets can be customised to outline the particular professional services offered by the pharmacy.

## Brodie & Stone

The acquisition of Newton Laboratories from Comopharm has meant five new products for Brodie & Stone: Newtons Chiropody Sponge, SF.35 Odor Free shoe spray, Original Bioscal Hair Formula and Shampoo, and Coren Disposable Earplacers.

## Creighton's listing

Creighton's Naturally, the toiletries soap and fragrances manufacturer currently on the Unlisted Securities Market, has applied to be fully listed on the London Stock Exchange.

## Worth's new name

The group comprising Worth Fragrances Ltd and Worth International Ltd will now be known as International Classic Brands.

## Glaxo on US link

Glaxo refused to confirm rumours of a link with PCS, recently acquired by Eli Lilly (*C&D* July 23, p143).

## Coming events

## Vantage training

Vantage is holding the second round of its Retail Training Evenings.

The meetings planned so far will be held in Nottingham, September 28; Peterborough, October 5; Kettering, October 6; Redruth, October 18; Paignton, October 19; and Weymouth, October 20.

Topics covered are merchandising and display techniques together with product knowledge presentations. Details on 0928 717070.



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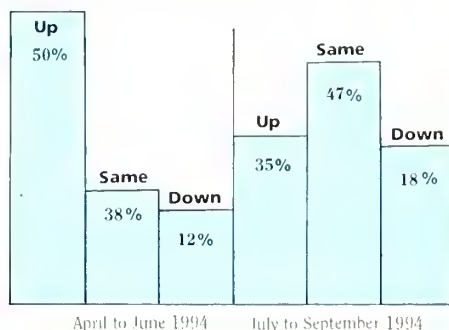
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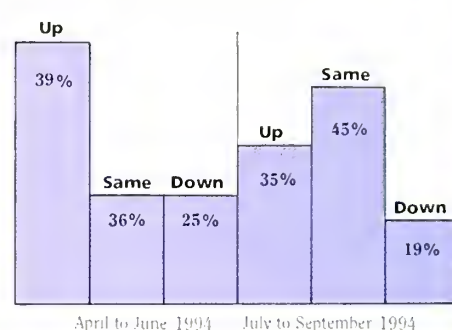
# Rising sales fail to fuel optimism

**C&D's latest Business Trends quarterly report reviews everything from prescription and stock volumes to OTC sales and staffing levels**

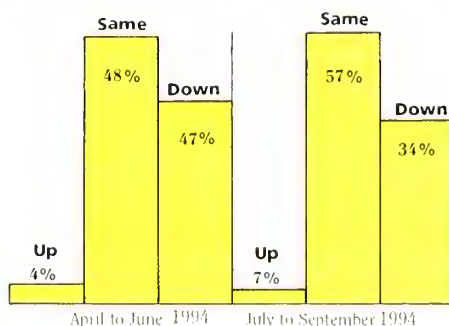
**Volume of NHS prescriptions**



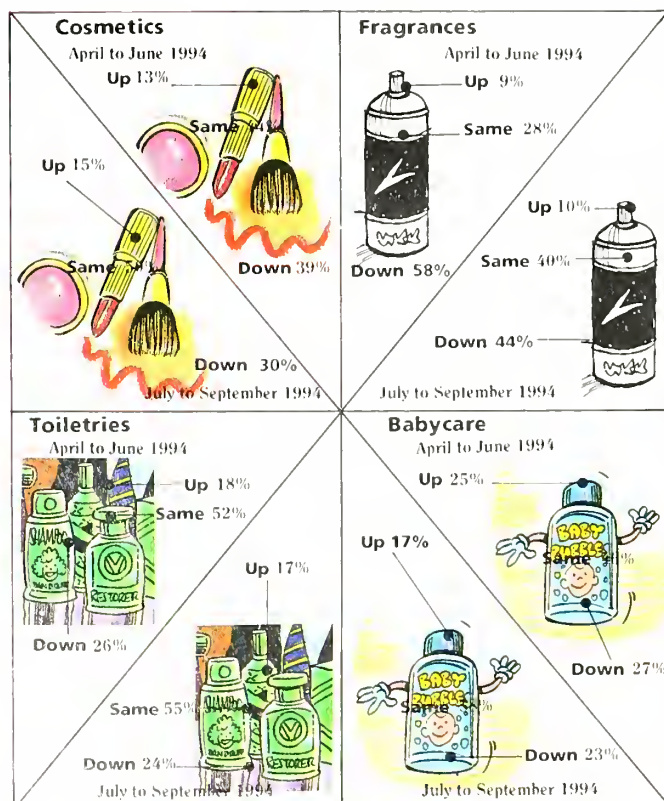
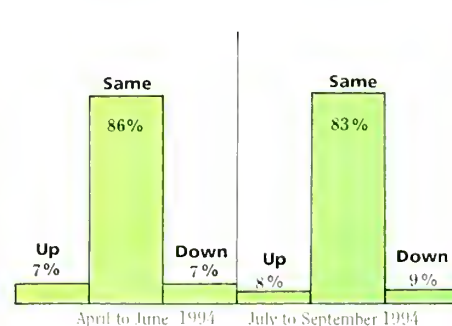
**Sales (excl. NHS prescriptions)**



**Margins**



**Number of people employed**



Despite volumes of NHS scripts and pharmacy sales being up from April to June this year, pharmacists are pessimistic about the future of the retail pharmacy sector — more so than retailing in general.

These apparently contradictory results were just some of the findings from *Chemist & Druggist's* sixth Business Trends Survey, which looks at how pharmacy has fared in the past three months.

Of the 378 pharmacists who were sent postal questionnaires, 223 replied. They answered questions on topics as diverse as post-Easter over the counter medicine sales and predictions of staffing levels over the summer.

## Scripts up

Half of those who replied dispensed more NHS scripts than during the same period last year, a larger increase than expected. This confirms the overall trend of increased prescription volumes. Hopes for the future, however, were more uncertain with most predicting the same number of prescriptions in the quarter from July to September.

The April to June rise was most marked in branches of pharmacy chains and in shops with a turnover larger than £1

million. Pharmacies in the Midlands were most likely to follow this trend, although all regions saw a rise in script volumes.

Hopes for the future were mixed. Although all regions thought script volumes would rise to some extent, Scottish pharmacies were most optimistic.

## Non-NHS

In contrast to the previous quarter, there was an upward sales trend in the second quarter for non-NHS items. Optimism is running high for the months to September with 80 per cent of pharmacies expecting sales to be the same or better than last year.

Again, group branches did better than either independents or group heads, however, independents are more optimistic about their sales performance than multiples.

Sales of non-NHS goods through Welsh pharmacies were particularly high, the same part of the country that is most optimistic about sales in the next three months.

The average value of a sale was largely the same as during the same period last year, a trend that is expected to continue in the coming quarter.



Across all product groups, sales of OTC medicines have shown considerable growth during the past year, especially treatments for stomach upsets and analgesics. In contrast, there was a general downward trend in sales of cosmetics and fragrances.

Product analysis

**Cosmetics** Year on year, the market for cosmetics sold in pharmacies has shrunk in the April to June period. This year was no exception with 83 per cent of respondents seeing static or falling sales. Despite the gloom, sales were expected to lift slightly during the summer.

**Fragrances** Sales of fragrances continued their downwards trend with head shops and those based in the South East suffering most. But they are expected to lift slightly in the coming months.

**Toiletries** Sales in this sector have gradually been falling with group head shops and outlets in the South East suffering most.

**Babycare** Babycare products were largely static in the second quarter.

**Dressings/surgical/sanpro** Two-thirds of pharmacists had level sales in this category with the situation not expected to improve during the summer.

**Photoprocessing** Sales at most pharmacies were either up or static, with the situation expected to be better still in the coming months.

**OTC medicines** More than half (56 per cent) of pharmacists saw sales of OTC medicines rising, more than was expected. Shops in the South East did particularly well and were expected to continue with increased OTC sales during the summer.

**Cold remedies** Sales remained static and are not expected to improve dramatically during the coming months. The North East sold fewer cold cures than the rest of the UK and was most pessimistic about the future.

**Analgesics** Multiples did better than independents in this category. Midlands pharmacists were the most optimistic but their expectations could be boosted even more as forecasts in this sector have been traditionally understated.

**Indigestion/stomach upsets** Growth was more evident in this quarter than revealed in any of the previous surveys, especially so in Scotland. This part of the UK was also expecting this summer's sales to be better than last.

**Vitamins** Stable sales characterised the second quarter which seem likely to continue into the third. Only Scots pharmacists seem vaguely upbeat about the future.

Stocks away

Despite 80 per cent of pharmacists polled noting 'no change' or an increase in stock volumes, 85 per cent saw stock value increasing. Group heads reported more incidence of stock volume increases than other shops. Volume increases were more likely in Scotland,

the region that was most optimistic for this quarter. The increase in stock value last quarter seen by 49 per cent of pharmacies reflected the general background rise. Group head shops and larger shops were more likely to land in this category, as were Scottish pharmacies.

Margins shaky

The trend towards level or dropping margins continued in the second quarter with all but 4 per cent of respondents agreeing. This was more likely to be the case with group head shops or those with the largest turnovers. Margins for outlets in the North West or South East were squeezed more than shops in the rest of the UK.

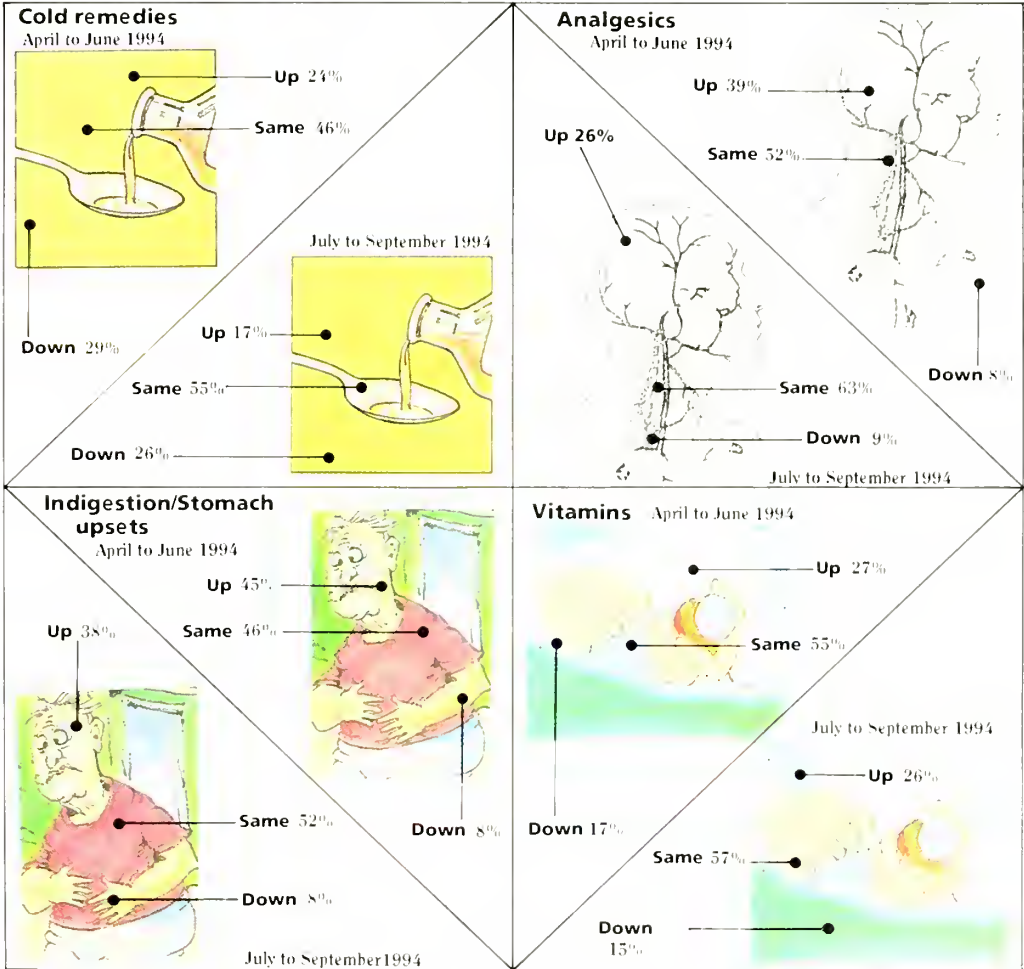
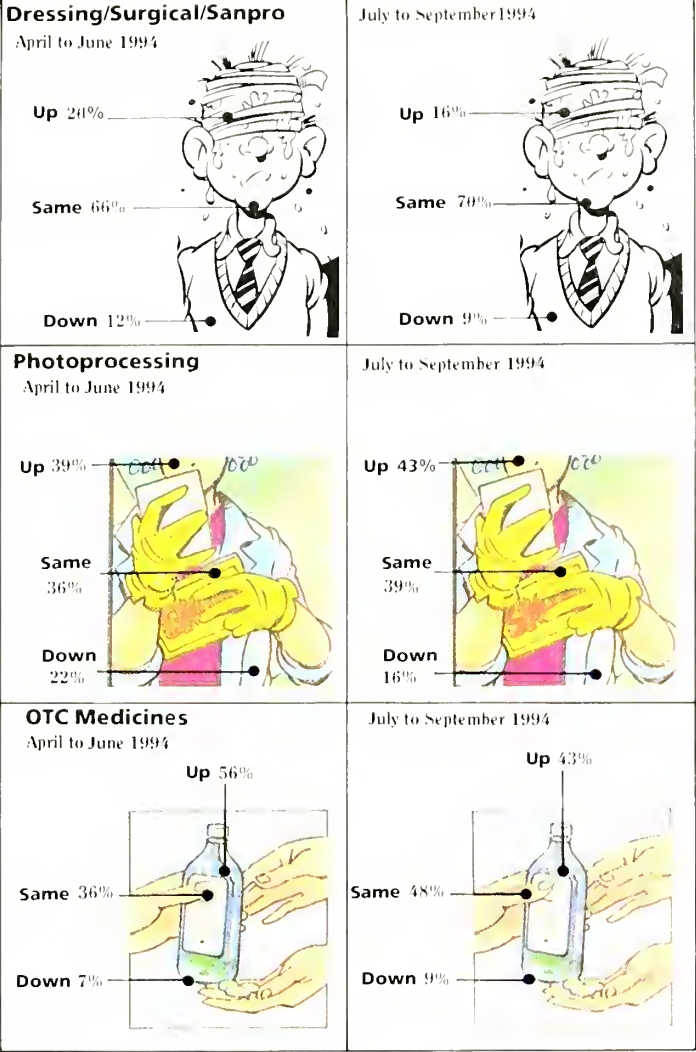
During the summer, margins are expected to be on a par with the same period last year. But larger shops are most pessimistic about summer profits.

Staff levels

Nearly all pharmacists polled plan to keep staff numbers static for the coming months, with independents faring as well as multiples. All regions except the Midlands, however, planned to shed some staff before the end of September.

In both the short- and long-term, pharmacists are most optimistic about their own business prospects but less so for the retail sector as a whole.

Disappointingly, they are most pessimistic about the health of retail pharmacy.





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Sandra Williams, Pharmacist Recruitment Officer, Lloyds Retail Chemists Limited, Manor House, Manor Road, Mancetter, Atherstone, Warwickshire CV9 1QY.

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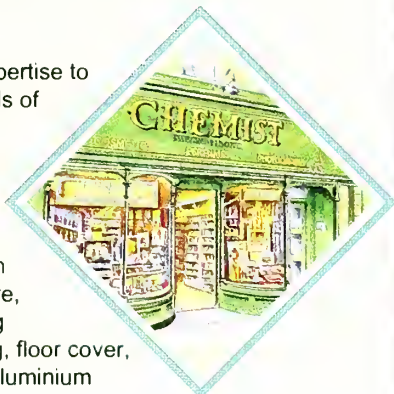


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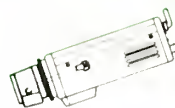
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# Aboutpeople

## Pharmacist's mission to Uganda

Sandra Merriman, formerly a pharmacist at Bassetlaw Hospital, Worksop, is preparing herself for a two-year mission to Uganda to help HIV/AIDS sufferers in rural villages.

Working in a counselling surgery in the village of Jinja, she will be primarily responsible for the management of the pharmacy and will work alongside a British doctor and Ugandan health-workers providing medical care as well as educating and advising patients on their disease.

The charity Youth with a Mission coordinates the project and trained Ms Merriman while she was on a three-month, self-financed expedition to the

country earlier this year.

Topics covered included how to work with a different culture, relating to people and how to run a pharmacy that is "completely different from that in England", according to Ms Merriman.

Nevertheless, she is optimistic about her new life in Uganda, which starts in mid-September. "It's going to be hard at first to fit in, but I'm looking forward to it," she says.

Most of the funds for her mission have been raised by Ms Merriman's local church, St John's, Worksop, and anyone wishing to make a donation should contact the church on 0909 472595.



Pharmacist Michael Mullineux (middle right) and assistant Angela Maunder (right) of Bella Donna Chemist, north London, have each won a family holiday for four to Florida and £300 spending money for their entry in Oruval Gel's 'Display your way to the USA' promotion. Rhone-Poulenc Rorer area manager, Linda Streek, and category manager, Kevan Gill, present the prizes



Ken Dean, AAH Pharmaceuticals' hospital account manager for the South East, presents Salma Ghorab, preregistration pharmacist at Guy's Hospital, with a Martindale for being nominated 'outstanding student' while at the School of Pharmacy, Bath. On qualifying, she will combine part-time locum work with an art foundation course before entering hospital pharmacy

## NPA student prize winners

The winners of this year's National Pharmaceutical Association Student Prizes for best achievement have been submitted by the Schools of Pharmacy.

The winners are Murtarza Alibhai, Nottingham, for an upper second class honours degree; Sarah Jane Halliday, Portsmouth, first class honours degree; Nichola Jackson, Bradford, final year dissertation;

Rachel Jepson, Manchester, best overall performance in third year finals; Emma Parry, Brighton, best dissertation in pharmacy practice; S M Patel, Leicester (De Montford), progress in second year — pharmacy; and Eamon J Shanahan, Aston, pharmaceutical and biological sciences.

Prizes of £60 cheques will be presented to the winners individually at each university's School of Pharmacy.



## Carlisle conundrum

Carlisle pharmacist Christopher Lates was amazed last week when a man came into the pharmacy where he was working to return three large boxes of unused asthmatic devices, worth about £1,900.

The man, who was not known to the staff at the London Road branch of G Lightfoot & Son, said his wife, believed to be still alive, "no longer needed" the devices.

He had, therefore, returned the package, containing 37 Tilade inhalers and 70 packets of 20 Ventolin nebulas, most of which had date expired.

He also mentioned that his wife had many more such products at home.

The incident, says Mr Lates, raises some questions over wastage arising from the current repeat prescription system.

## Jiffi on the road

The Jiffi Condom cycling team has taken to the road to spread the safe sex message nationwide during National Condom Week.

The young five-person team has toured through Bristol, Birmingham, Manchester, Newcastle and Edinburgh where a

total of 20,760 free condoms was given out to family planning centres, youth clubs and city shopping areas.

Information leaflets from the Health Education Authority and the Terence Higgins Trust were also given away.

## Castaway cravings

Of the 41 castaways who joined the Nicotinell Smoke-free Retreat on Lundy Island, off the north Devon coast, in February and March to give up smoking, almost 63 per cent are still non-smokers.

Despite the ordeal of giving up, some of those who took part enjoyed themselves so much that they are planning a reunion on the island in September.

The participants spent 10 days on the island in a bid to give up smoking away from the pressures of everyday life. Professional staff, including a general practitioner, were on hand to offer support and provide Nicotinell patches.

The quitters and the staff were the only people on the island, but many activities were arranged to keep cigarette cravings at bay.





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## Keeps acid where it works not where it hurts

**Product Information:** **Active Ingredients:** Liquid Gaviscon: Sodium Alginate BP 800mg, sodium bicarbonate Ph Eur 265mg, sodium carbonate Ph Eur 160mg per 100ml dose. Gaviscon 500 Tablets: Alginate acid BP 500mg, sodium bicarbonate Ph Eur 170mg, dried aluminium hydroxide gel BP 100mg, magnesium trisilicate Ph Eur 25mg per tablet. Gaviscon 250 Tablets: Alginate acid BP 250mg, sodium bicarbonate Ph Eur 85mg, aluminium hydroxide gel BP 50mg, magnesium trisilicate Ph Eur 12.5mg per tablet. **Indications:** Liquid Gaviscon & Gaviscon 500 Tablets: Heartburn including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatus hernia and reflux oesophagitis. Gaviscon 250 Tablets: Heartburn and acid indigestion. **Contra-Indications:** None known. **Dosage Instructions:** Liquid Gaviscon: Adults and children over 12: 10-20ml, children 6-12: 5-10ml liquid after meals and at bedtime. Children under 6: Not recommended. Gaviscon 500 Tablets: Adults and children over 12: 1 or 2 tablets after meals and at bedtime. Children under 12: Not recommended. Gaviscon 250 Tablets: Adults and children over 12: 2 tablets as required. Children under 12: Not recommended. Chew tablets thoroughly. G57/B/94

**Before swallowing:** Note: 100ml Liquid contains 6200mg sodium. One Gaviscon 500 Tablet contains 21mmol sodium. One Gaviscon 250 Tablet contains 10500mg sodium. Both liquid and tablet forms of Gaviscon are sugar-free. **Retail Prices:** Liquid Gaviscon 100ml £1.67, 200ml £2.99, Gaviscon 500 Tablets 12 £2.45, Gaviscon 250 Tablets 24 £2.09. **Product Licence Nos:** 44/0058 Liquid Gaviscon, 44/0140 Liquid Gaviscon Peppermint Flavour, 44/0141 Gaviscon 500 Lemon Flavour Tablets, 44/0103 Gaviscon 250 Tablets, 44/0143 Gaviscon 250 Lemon Flavour Tablets. **Legal Category:** GSL. **Method of sale:** Through registered pharmacies. **Holder of Product Licences:** Reckitt & Colman Products Limited, Dansom Lane, Hull HU8 7DN. GAVISCON and the sword and circle symbol are registered trademarks. **Date of preparation:** 23/6/94. **References:** 1. Taylor Nelson Counterpoint MAT to June 1993. 2. Chivell B (1980) *J Brit Med Res* 8: 300. 3. Ward A F (1989) *Br J Clin Pract* 43: (2 Suppl) 65-52. 4. Williams D L *et al* (1979) *J Int Med Res* 7: 551.

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